

# Vogue



*Monique . 31*

SPRING FASHIONS AND BRIDES AND LINGERIE





# REO FLYING CLOUDS

*An Eight and a Six*



*The Flying Cloud Eight—  
Five-Passenger Sedan*

THEIR distinguished appearance is  
a major factor in their great success.  
Public faith in Reo is another . . .

REO MOTOR CAR COMPANY, LANSING, MICHIGAN



# TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS

## JEWELRY AND SILVERWARE

*Noted for Quality  
Moderately Priced*

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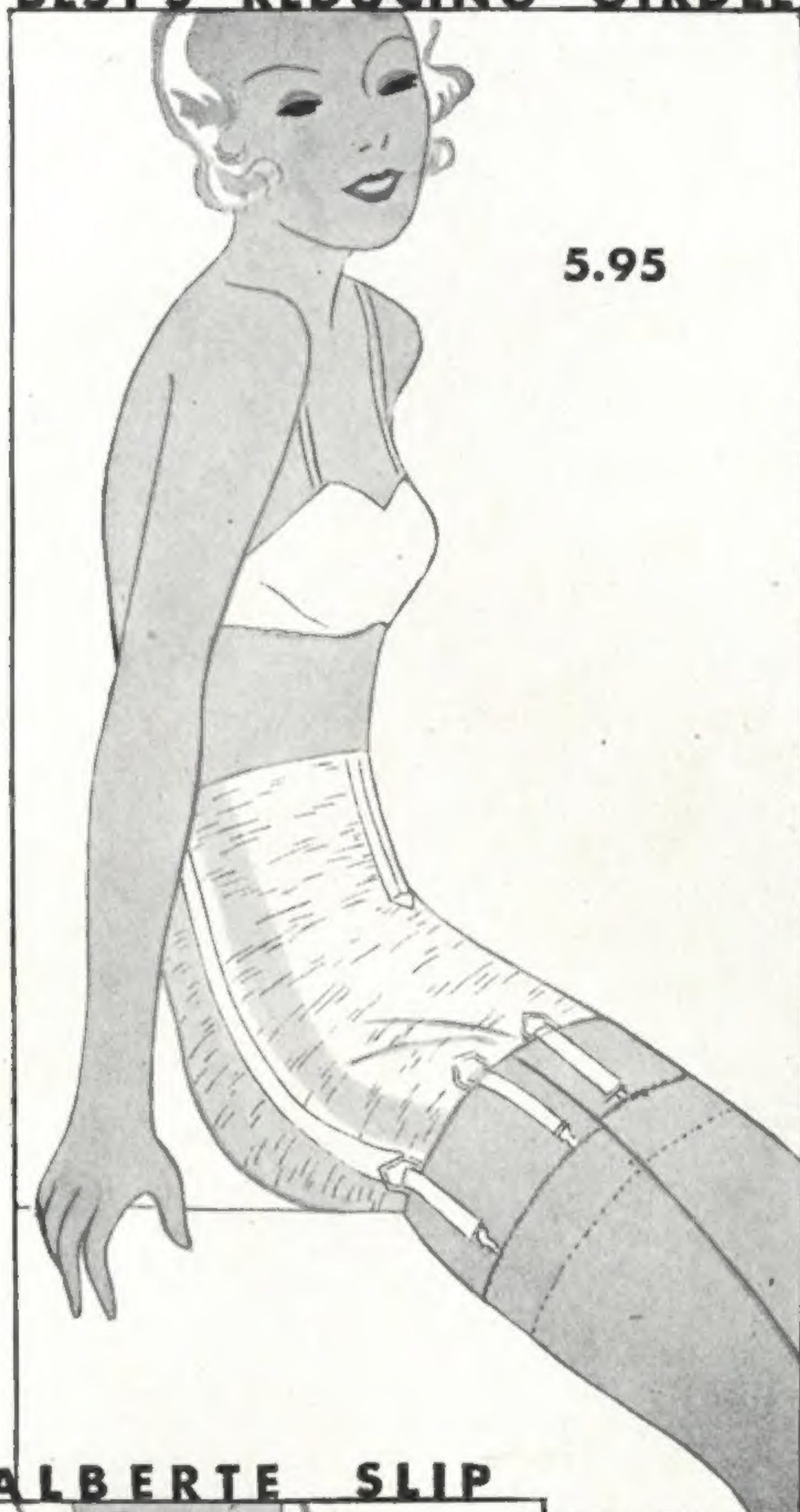
FIFTH AVENUE & 37<sup>TH</sup> STREET  
NEW YORK



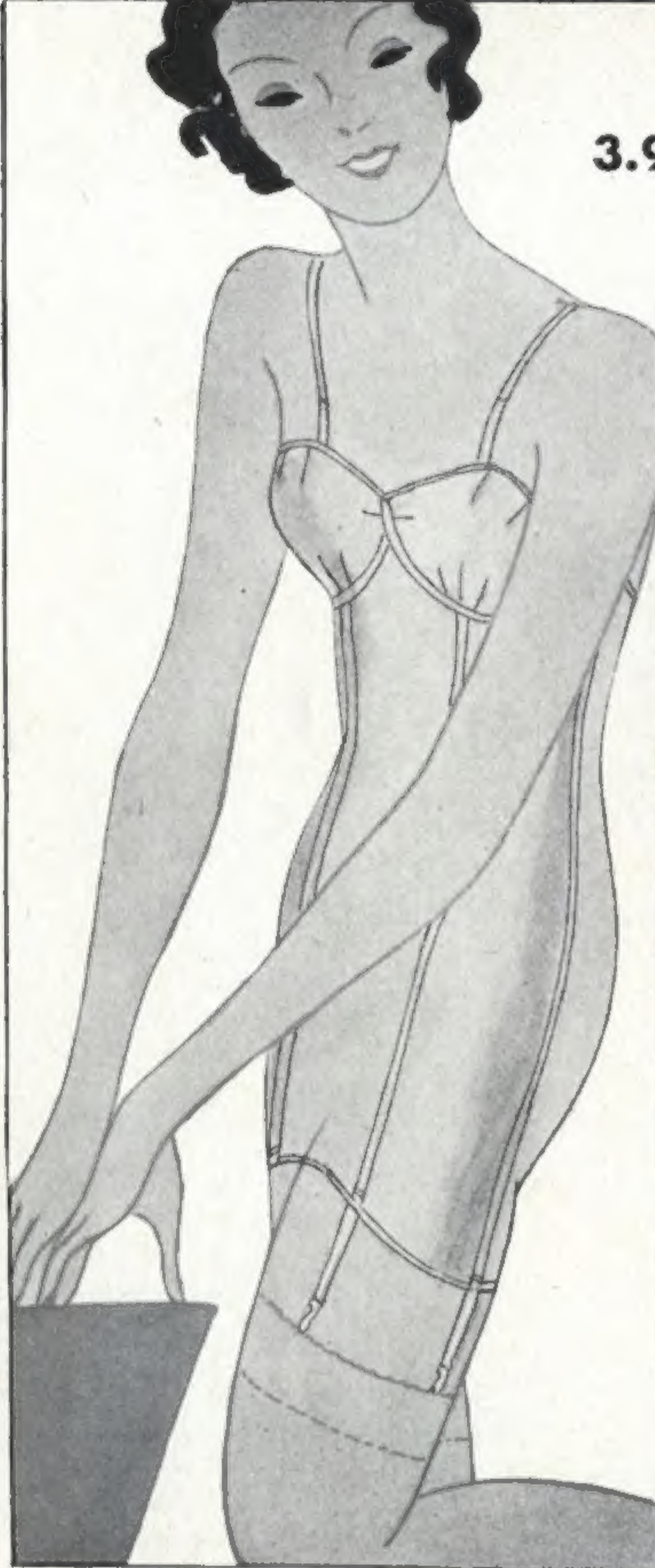


ACACIOSA  
Parfum de Jeunesse  
CARON  
Paris



**BEST'S REDUCING GIRDLE**

5.95

**THE ADVANCED MOULDETTE**

3.95

**"CANNON" PEIGNOIRS**

6.95

The Advanced Mouldette is a little silken garment that weighs barely five ounces. Through skillful cut and the right material (a rayon jersey with the minimum of stretch) it achieves, entirely without bones, the firm, beautifully moulded foundation your new frocks require. Sizes 30 to 38. Peach or white. Washable. The garters are detachable. 3.95

Best's Reducing Girdle is the secret of many slim hips! Made of a special rubber sheeting covered in cotton tricot, it discourages fatty accumulation and is so comfortable to wear that many young women prefer it, quite apart from its reducing proclivities. It never "rides up." Its garters never grow ragged or lose their stretch. It can be easily washed. Flesh color. Sizes 25 to 33. 5.95

The Alberte Slip is the creation of a talented young American designer and is built on pure Greek principles of design. The bias cut of the fabric and the diagonal placing of the seams allow it to slink or expand according to the needs of the figure. You will find it the most comfortable slip you've ever worn. A strap of the material (detachable) makes it a "panty" slip if you wish. White or flesh crêpe de Chine with daytime back or hand-fagoted seams, with evening back. 12.50

Best's toweling peignoirs are getting a well-merited reputation. Thoughtful hostesses buy them for guest bathrooms or bath-houses. Mothers see that each member of the family has one. Our newest model is of Cannon pastel striped Turkish toweling with ring motif in white. Stripes in jade and yellow, pink and blue, or peach and orchid. Medium size. 6.95

Entire Contents Copyrighted

**THERE IS A CONSTANTLY GROWING  
DEMAND FOR THESE BEST SPECIALTIES**

MAIL  
ORDERS  
FILLED

**Best & Co.**  
FIFTH AVENUE

CHARGE  
ACCOUNTS  
INVITED

**THE ALBERTE SLIP**

12.50





" BECAUSE YOU LOVE NICE THINGS "

IT  
DOESN'T  
TAKE  
GENIUS

It doesn't take genius to know how to dress. But it does take a certain amount of brains. You must be clever enough to seek out those on whom you can rely: those who represent authority, subtlety, quality . . . and so fashion, and true economy in dress. . . . The complete woman is the sum of many perfect parts, not the least of which is her glamorous ankle. Van Raalte has a proud tradition which embraces an appreciation of the nuances of color, the subtleties of fit, the beauty of sheer, even texture . . . in short, the importance of quality for beauty in stockings.



*You will be delighted with Flextoe, the new little device on all Van Raalte's fine stockings. A dainty mesh cobweb gives an elasticity to the foot of the stocking that ensures a sleek instep fit, and an amazing comfort and neatness at the toe. Illusion or Lustrous. \$3.00 to \$1.00, at your favorite shop.*

**VAN RAALTE**





BLANCHE SWEET, Motion Picture Star

From the Camera of Preston Duncan

*Jeunesse*

FOR YOUNG WOMEN OF ALL AGES ●

● Refreshingly new is this exquisitely tailored suit for Spring. It is made in the new silk pebble crepe and is priced at \$39.50.

This JEUNESSE model in many attractive colors may be seen at the following shops:

Akron, Ohio, THE M. O'NEIL COMPANY  
 Albany, Georgia, ROSENBERG BROS.  
 Anderson, Indiana, THE FAIR STORE  
 Athens, Georgia, MICHAEL BROS.  
 Asheville, No. Carolina, MARSHALL'S  
 Baltimore, Maryland, THE MAY COMPANY  
 Bellingham, Wash., MONTAGUE MCHUGH  
 Berkeley, Calif., SATHER GATE APPAREL  
 Billings, Mont., HART-ALBIN CO.  
 Birmingham, Ala., HERMAN SAKS & SONS  
 Boston, Mass., WM. FILENE'S SONS CO.  
 Brooklyn, N. Y., ABRAHAM & STRAUSS  
 Buffalo, N. Y., THE JENNY CO.  
 Casper, Wyoming, THE STUART SHOP  
 Chicago, Illinois, MANDEL BROTHERS  
 Chickasha, Okla., THE PEOPLE'S STORE  
 Cincinnati, Ohio, SMITH-KASSON  
 Clarksburg, W. V., WATTS-SARTOR-LEAR CO.  
 Cleveland, Ohio, WILLIAM TAYLOR & COMPANY  
 Columbia, S. C., HALTIWANGER'S  
 Columbus, Ohio, ROBERT'S  
 Cumberland, Md., ROSENBAUM BROS.  
 Dallas, Tex., TITCHE-GOETTINGER CO.  
 Davenport, Iowa, M. L. PARKER CO.  
 Dayton, Ohio, THE ELDER & JOHNSTON CO.  
 Denver, Colo., THE MAY COMPANY  
 Des Moines, Iowa, YOUNKER BROS.  
 Detroit, Mich., THE J. L. HUDSON CO.  
 Duluth, Minnesota, THE DULUTH GLASS BLOCK STORE CO.  
 El Dorado, Ark., EL DORADO DRY GOODS CO.  
 Fayetteville, N. C., THE STYLE SHOP  
 Flint, Mich., CHRISTIE SHOP  
 Fort Scott, Kansas, W. J. CALHOUN D. G. CO.  
 Frankfort, Ky., W. S. FARMER & SON  
 Grand Forks, North Dakota, McSHANE'S  
 Grand Rapids, Michigan, PAUL STEKETEE & SONS  
 Greenwood, Miss., W. T. FOUNTAIN'S, Inc.  
 Great Falls, Mon., THE ECONOMY SHOP  
 Harrisburg, Pa., BOWMAN & CO.  
 Houston, Texas, FOLEY BROS. DRY GOODS CO.  
 Indianapolis, Ind., L. S. AYRES & CO.  
 Jacksonville, Florida, LEVY'S  
 Johnstown, Pa., PENN. TRAFFIC CO.  
 Kansas City, Missouri, HARZFELD'S  
 Lexington, Ky., MEYER & HINKLE  
 Little Rock, Ark., M. M. COHN CO.  
 Long Beach, Calif., JOSLIN'S  
 Los Angeles, California, BULLOCK'S  
 Lowell, Massachusetts, BON MARCHE DRY GOODS CO.  
 Miami, Florida, BURDINE'S  
 Milwaukee, Wisconsin, BRAUN'S SHOP  
 Minneapolis, Minn., THE DAYTON CO.  
 Minot, N. Dak., ELLISON'S Inc.  
 Nashville, Tennessee, THE CASTNER-KNOTT DRY GOODS CO.  
 Newark, N. J., EMILY SHOPS, INC.  
 NEW YORK, N. Y.:—  
 Emily Shops, Fifth Ave. at 37th Street  
 Emily Shops, Fifth Ave. at 46th Street  
 Emily Shops, Madison Ave. at 46th Street  
 Emily Shops, Madison Ave. at 57th Street  
 Emily Shops, Madison Ave. at 76th Street  
 Emily Shops, 34th, bet. Fifth and Broadway  
 Emily Shops, 42nd, bet. Fifth and Sixth  
 Emily Shops, Broadway at 82nd Street  
 Emily Shops, Broadway at Chambers  
 Emily Shops, Broadway at Park Place  
 Emily Shops, Nassau Street, Near Fulton  
 Oakland, Calif., H. C. CAPWELL CO.  
 Oklahoma City, Okla., RORABAUGH-BROWN CO.  
 Omaha, Nebr., J. L. BRANDIES & SON  
 Paducah, Ky., IRVIN COBB SHOPPE  
 Palestine, Texas, HODGES DRY GOODS CO.  
 Pasadena, Cal., HOWARTER SPORT APPAREL  
 Philadelphia, Penn., GIMBEL BROS.  
 Phoenix, Ariz., SWITZER'S  
 Pittsburgh, Penn., JOSEPH HORNE CO.  
 Portland, Ore., MEIER & FRANK CO.  
 Providence, R. I., GLADDING'S, Inc.  
 Provo, Utah, TAYLOR BROS. CO.  
 Riverside, Calif., JANE PAYNE SHOP  
 Rochester, N. Y., B. FORMAN CO.  
 Sacramento, Calif., THE BON MARCHE  
 San Francisco, Calif., A. G. SPALDING & BROS.  
 Santa Barbara, Calif., SWITZER'S  
 Saranac Lake, N. Y., KATHARINE HOCTOR  
 Scranton, Pa., THE HEINZ STORE  
 St. Louis, Mo., STIX, BAER & FULLER CO.  
 St. Paul, Minnesota, THE EMPORIUM  
 St. Petersburg, Florida, THE WILLSON-CHASE CO.  
 San Antonio, Texas, BLUM'S, Inc.  
 San Diego, Cal., THE MARSTON CO.  
 Seattle, Wash., THE JACQUELINE SHOP  
 South Bend, Indiana, THE ELLSWORTH STORE  
 Stockton, Calif., THE WONDER, Inc.  
 Syracuse, N. Y., W. I. ADDIS CO.  
 Tucson, Arizona, STEINFELD'S  
 Tulsa, Okla., BROWN-DUNKIN CO.  
 Ventura, Calif., GRACE M. SCOTT  
 Washington, D. C., WOODWARD & LOTHROP  
 Wenatchee, Wash., WEBB'S SHOPPE  
 Whittier, Calif., THE EMPORIUM  
 Worcester, Mass., DENHOLM & McKAY CO.  
 Yakima, Wash., DITTER BROS., Inc.  
 ENGLAND  
 Liverpool, T. & S. BACON ©M. C. S. 1931



# Is your skin *really* happy?

If your skin hasn't the clear, fresh look so essential to loveliness—it isn't happy! And the trouble may be in your choice of Treatment Preparations.

Why not let FRANCES DENNEY help you? She has created Treatments and Preparations for each type of skin and for each skin fault, that you can select and use with absolute confidence.

MISS DENNEY has devoted her entire life to the study of skin care. Her wonderful Treatments and Preparations have brought loveliness and increased happiness to countless women.

In her little book—"The Affairs of Beauty"—MISS DENNEY tells you what Treatments and Preparations are required for each different skin condition. She will be happy to send you a copy—if you address her in Philadelphia—or you may obtain it at any store where FRANCES DENNEY Preparations are sold.



**Herbal Cleansing Cream:** Made only of the purest oils, blended with a rare and costly herbal extraction. Melts quickly with the warmth of the skin and is doubly penetrating. \$1, \$2, \$3.50, \$6

**Herbal Texture Lotion:** A deep-pore liquid cleanser that removes oiliness but *does not dry the skin*. Delightful for using after MISS DENNEY'S Herbal Cleansing Cream—and for that quick freshening-up during the day . . . \$1.50, \$2.50

**Herbal Skin Tonic:** An amazingly effective Preparation for putting new life into your skin. It quickens the circulation and leaves the skin freshened and invigorated . . . \$1 and \$2

**Herbal Throat and Neck Blend:** Brings new beauty to the throat and neck by tightening drooping muscles and ironing out lines and wrinkles . . . \$3 and \$5

**Herbal Astringent Cream:** A soft, fluffy cream that tones, firms and smooths the skin. A thin application also protects the skin and serves as a splendid base for powder . . . \$2.50

DENNEY & DENNEY  
PHILADELPHIA—NEW YORK

## FRANCES DENNEY « HERBAL PREPARATIONS







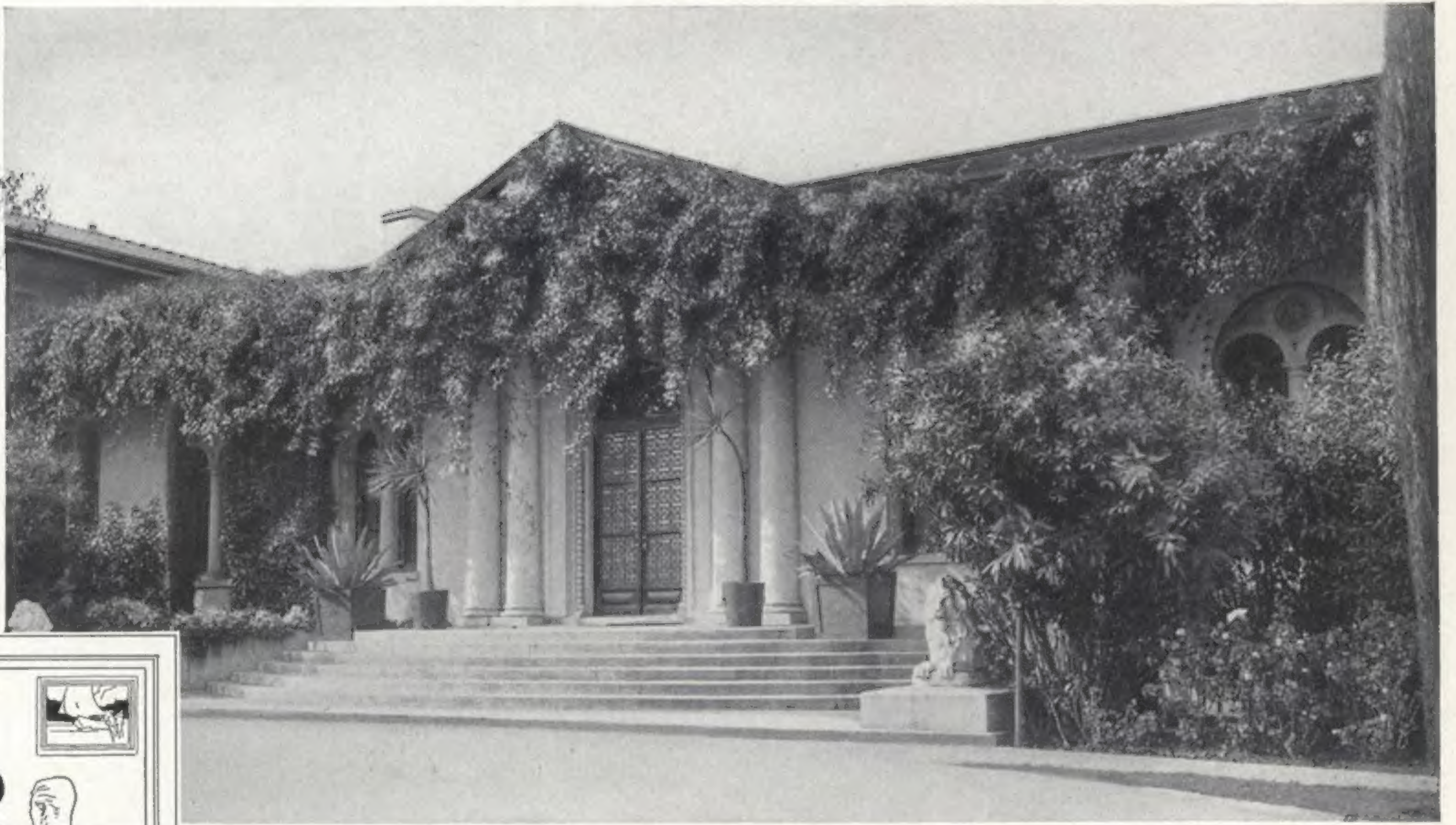
# SILKS BEAU MONDE

... that "rue de la Paix air"  
is achieved at once with a  
gown of CREPE BEAUCIRE ...  
a distinctly new type of silk  
crepe ... supple ... deep tex-  
tured ... subtly flattering ...  
Presented for the spring ward-  
robe by SILKS BEAU MONDE  
... manufactured by Marshall  
Field & Company, Wholesale  
... Chicago ... New York

Now ... in smart garments or by the yard at those stores where one goes for fashion inspiration



EL MIRASOL\*  
Santa Barbara  
California



THE CLIFT\*  
San Francisco  
California



*California hospitality  
assures your comfort  
with WAMSUTTA sheets*

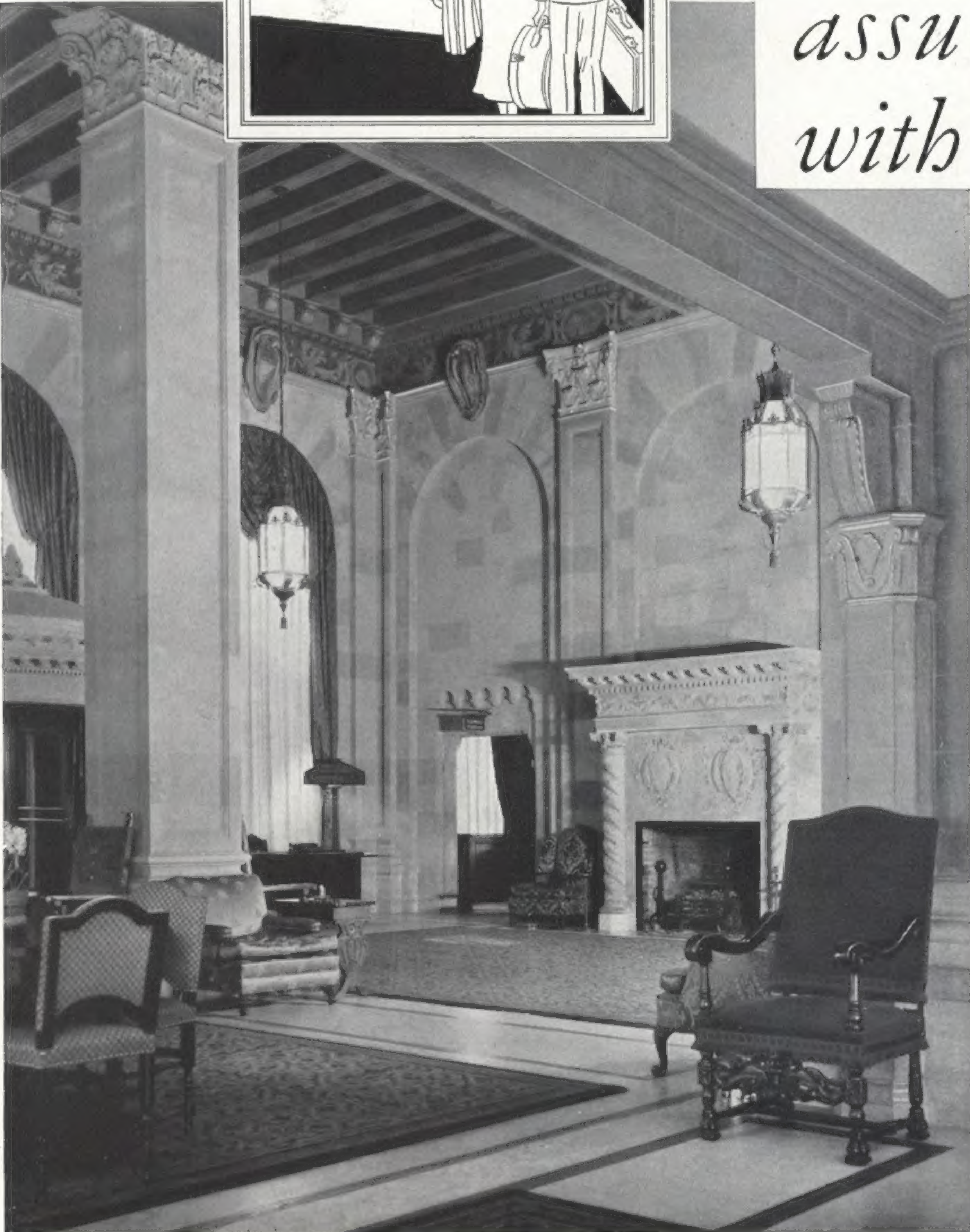
#### AT THESE HOTELS\*

THE CLIFT was one of the first hotels in San Francisco to make up all its beds with Wamsutta sheets and pillow cases.

The manager was so pleased with the way they laundered, and with the congratulations of his guests, that he would have nothing but Wamsutta when it came to buying sheets and pillow cases for EL MIRASOL in Santa Barbara.

Many a woman, with more than one house to furnish, has made the same decision after finding that her family—accustomed to Wamsutta in town—couldn't be satisfied with sleeping less luxuriously anywhere else.

WAMSUTTA MILLS, New Bedford, Massachusetts  
NEW YORK SALES OFFICE, 180 Madison Avenue



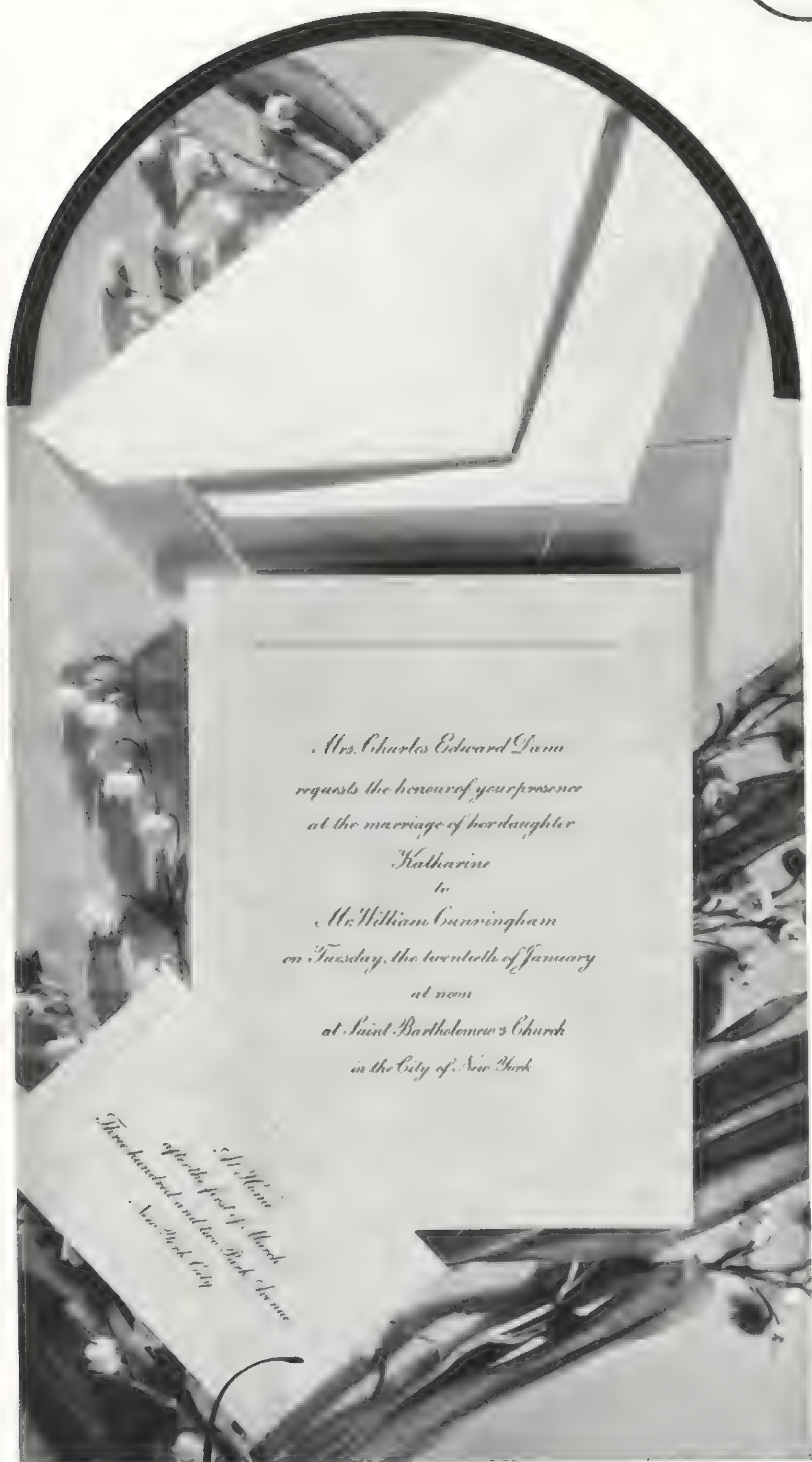
WAMSUTTA SHEETS & PILLOW CASES



# *the Wedding Embassy* *chooses*

## **L I N W E A V E** **W E D D I N G** **P A P E R S**

MISS MARIE COUDERT BRENNIG, directrice of the Wedding Embassy, Inc., consultant to many of society's smartest brides, endorses Linweave Wedding Papers as being the most beautiful and correct for smart functions—just as engravers to the Diplomatic Corps have done in Washington . . . An authoritative Linweave brochure, "Etiquette of Wedding Invitations and Announcements," approved by the Wedding Embassy, will be mailed upon request if you will address Linweave, 270 Broadway, New York City.



WYNN

*Miss Marie Coudert Brenig, whose Wedding Embassy is the arbiter of smartness in fashionable metropolitan weddings, recently chose Linweave Wedding Papers as being ultra-correct for the Spring bride*



# *Linweave*

**WEDDING PAPERS AND SOCIAL STATIONERY**





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## BLACK

## and WHITE

The trend is to contrasts . . . and what a delightful contrast is presented in this distinguished combination of black and white! The soft crayon technique of this particular Stehli Print has the subtle charm of a dry point etching . . . and the plain black jacket in one of Forstmann's famous feather-weight woolens still further enhances the richness of its pattern and its lovely silken texture. The accent of deep cuffs in rich black fur, and white scarf of the Vionnet throw-type, are equally effective. The complete ensemble may be purchased:

IN NEW YORK . . . . . STERN BROS.

IN CHICAGO . . . . . MANDEL BROS.

IN DALLAS . . . . . WOOLF BROS.

IN NEW ORLEANS . . . . . GUS MAYER

ON THE PACIFIC COAST . I. MAGNIN & CO.

*Stehli Silks*





You will find  
MADELON MODES  
at these smart shops:

Albany, N. Y. . . . . COTRELL & LEONARD  
Anderson, Ind. . . . . G. W. GATES  
Asbury Park, N. J. . . . . STEINBACH CO.  
Baltimore, Md. . . . . O'NEILL & CO.  
Boise, Idaho . . . . . C. C. ANDERSON CO.  
Boston, Mass. . . . . CONRAD & CO., Inc.  
Cincinnati, Ohio, THE MABLEY & CAREW CO.  
Columbus, Ohio . . . . . MOREHOUSE-MARTENS CO.  
Dallas, Texas . . . . . SANGER BROS., Inc.  
Davenport, Iowa  
PETERSEN-HARNED-VON MAUR  
Denver, Colo. . . . . A. T. LEWIS & SON D. G. CO.  
Des Moines, Iowa . . . . . YOUNKER BROTHERS, Inc.  
Detroit, Mich. . . . . CROWLEY, MILNER & CO.  
Flint, Mich. . . . . THE VOGUE  
Grand Rapids, Mich. . . . . PAUL STEKETEE & SONS  
Harrisburg, Pa. . . . . BOWMAN & CO.  
Hartford, Conn. . . . . SAGE-ALLEN & CO., Inc.  
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THE ANDERSON-NEWCUMB CO.  
Indianapolis, Ind. . . . . THE WM. H. BLOCK CO.  
Los Angeles, Cal. . . . . BROADWAY DEPT. STORE  
Peoria, Ill. . . . . BLOCK & KUHIL CO.  
Pittsfield, Mass. . . . . ENGLAND BROS.  
Portsmouth, Ohio . . . . . ANDERSON BROS. CO.  
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Scranton, Pa. . . . . THE HEINZ STORE  
Sioux City, Iowa . . . . . T. S. MARTIN CO.  
South Bend, Ind. . . . . THE ELLSWORTH STORE  
Springfield, Mass. . . . . FORBES & WALLACE, Inc.  
Steubenville, Ohio . . . . . THE COOPER-KLINE CO.  
Toledo, Ohio . . . . . THE LAMSON BROS. CO.  
Tulsa, Okla. . . . . SEIDENBACH'S  
Utica, N. Y. . . . . DOYLE-KNOWER CO.  
Washington, D. C. . . . . FRANK R. JELLEFF, Inc.  
Wichita, Kansas . . . . . THE GEO. INNES CO.  
Worcester, Mass. . . . . J. C. MACINNES CO.



A galyak bordered collar with wonderful aptitude for draping to suit any mood is one of many new Spring features represented in this Madelon coat of a lovely "spongy" woolen.

*Endorsed* FOR YOU  
BY 50 STYLISTS...

Your "shopping around" has all been done for you by the famous Madelon Jury of Fifty. These stylists study the trend-to-be at the source, and present correctly co-ordinated fashions from which you can choose with utter confidence. These experts are guided by the ensemble idea in all their verdicts: the right coat for the frock, the hat, the shoes, the other all-important accessories. Madelon Modes offer alluring opportunities for keyed costumes, harmonized both to fashion and to your own conception of loveliness. The selected shops — at left — are now showing the newest 1931 style interpretations.

# Madelon Modes

1441 Broadway  New York City



# Spring Woolens achieve a new chic!

One way to secure the chic of Paris in your Spring costume is to have it made in Paris. Another way—use exactly the same fabrics that Paris couturiers use! In this list of McCutcheon Woolens you'll find the fabrics featured this season by the most famous French dressmakers. Then, to help you economize—without sacrificing one iota of smartness—we are including several specially priced smart woolens.

**Chanel Jerseys**, the first year these exquisite materials by-the-yard have been available in this country! Chanel's materials are as famous as her frocks. Stunning sports' stripes and lacy grounds with chenille-like figures. (Shown, 2 and 5.)

38 inches wide, \$6.50 a yard.

**Rodier Woolens** are always favorites with Paris dressmakers. Leaders this year are Ondaspor, Crepondic (shown 4), Raipella, the leno checked Rinellie and his new Jerseys (shown 3).

42 and 52 inches wide, \$4.75 to \$8.50 a yard.

**Meyer's Tweeds** make the smartest of French sports' suits and frocks. Twine-like threads of white give novelty to the sheer backgrounds.

52 inches wide, \$6.50 and \$8.50 a yard.

**Meyer's Aubalya** is a thin wool crepe with a faint diagonal. His Lenelya is a crepe tweed with flecks of white on pastel and darker grounds.

Both 52 inches wide, from \$6.50 to \$8.50 a yard.

**English and Scotch Tweeds** have a firm place in the affections of French dressmakers. A wide range of stunning mixtures in weights for sports' coats and suits.

54 inches wide, \$5.50 to \$12.50 a yard.

**Light-weight Scotch Tweeds** for town or sports' suits and coats have flecks of color on monotone pastel grounds.

54 inches wide, \$5.50 a yard.

**Crepe Cordene**, a new medium weight woolen with a smooth surface. Excellent for dresses, suits and Summer coats. In black, blue, green and the new Spring colors.

54 inches wide, \$5.50 a yard.

**Summer Tweeds** have white flecks to give the smart note of contrast to darker grounds. Light weight and as easy to sew on as cotton! (Shown 1.)

54 inches wide. Specially priced, \$3.95 a yard.

**French Flannel** proved a leader at Palm Beach—in white and pastels for suits, in bright colors for separate cardigans and in dark colors for traveling or street suits. Our excellent quality French Flannel is specially priced.

54 inches wide, \$2.75 a yard.

**Wool Chiffon Crepe**, another Summer weight Woolen, comes in a wide range of new pastel and street colors. Exceptional quality at a very moderate price.

54 inches wide, \$2.95 a yard.

**White and pastel Woolens** are the smartest of the smart this season. Write for samples of these McCutcheon Woolens in white and pastels: French Flannel, Buckskin Cloth, Tweeds, Wool Crepes, Rodier's Ondaspor, Raipella and Rinellie, Jersey, Homespuns, etc.

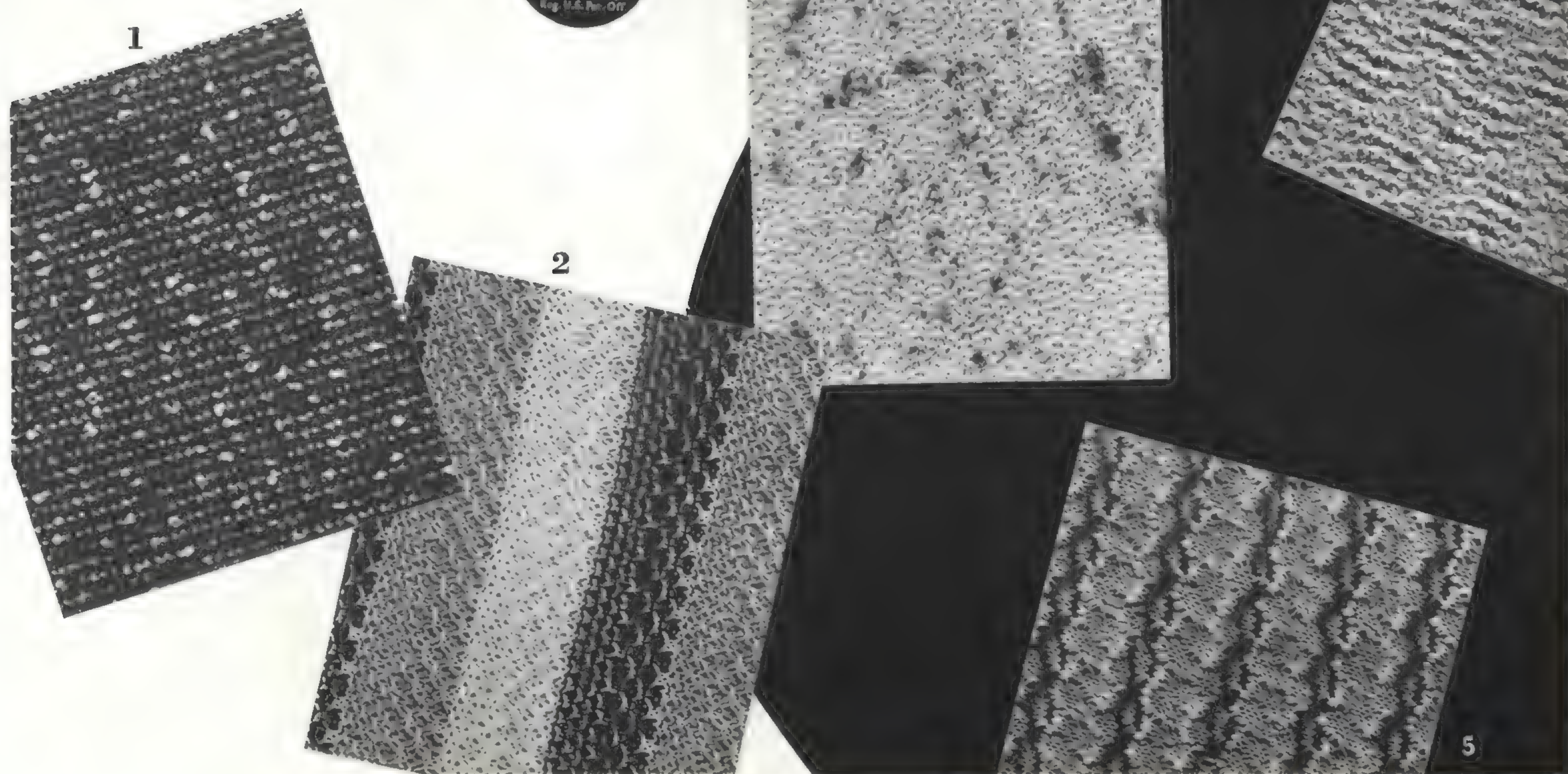
\$2.75 to \$12.50 a yard.

**Write to Department 18 for samples**

## McCutcheon's

FIFTH AVENUE AT 49th STREET, NEW YORK

Department 18





**I. MILLER**INSTITUTION  
INTERNATIONALE*Beautiful Shoes*

FOR THE BLUE MORNING TAILLEUR



FOR THE BLUE AFTERNOON ENSEMBLE

*for a* **BLUE****TAILOR TAN** *for the Morning's*  
*Blue Tailleurs*

Russia Calf in this new shade of Tailor Tan strikes a smart note of swanky contrast; perfectly simple yet simply perfect for the mannish mode of morning tailleurs . . . I. Miller offers it in Oxfords as well as this wing-tip Opera Pump, all Russia Calf or combined with Beige Doeskin.

**BLUE KID** *for the Afternoon's*  
*Blue Costume*

Blues there have been before, but no Blue quite like this. A Blue which blends with the particular Blue which High Fashion insists shall be worn ensemble this Spring . . . I. Miller recommends it in both Pump as well as Sandal type slippers.

**SPRING**

I. MILLER advocates both contrast and harmony—**TAILOR TAN** and **BLUE**

*For the vogue of BLUE: Bags in TAILOR TAN and BLUE; Hosiery in new tan tones.*

SHOPS AND AGENCIES  
IN PRINCIPAL CITIES





VIONNET'S  
collarless coat  
for spring  
•  
a replica by  
CAROLYN

Vionnet—in an unusually inspired creative mood—designs a coat of unmistakable spring importance. The Carolyn committee of over 65 nationally known stylists has been traditionally exacting in making this Carolyn copy follow the original in every detail, since its charm is determined by its detail—by the width of the lapels with their rows of stitching, the choice of patent leather belt and flower, the subtle line of the silhouette. Carolyn keeps faith with Vionnet even so far as to import a beautiful cloth for it.

### CAROLYN MODES

#### ARE CONSERVATIVELY PRICED

Frocks and Gowns, \$29.50, \$39.50, \$49.50. Coats, \$39.50, \$49.50, \$69.50. Ensembles, \$25.00, \$39.50, \$49.50. Junior Frocks, \$25.00. Junior Coats, \$39.50, \$49.50. Hand bags, \$5.00 and \$7.50. Carolyn Underwear and Hosiery in a range of prices.

Send For Style Booklets: National Modes, Inc.  
128 West 31st Street, New York City

Carolyn  
REGD

#### THE NEW CAROLYN MODES ARE BEING SHOWN AT THE STORES LISTED BELOW

Albany, Ga.  
R. L. JONES COMPANY  
Aurora, Ill.  
GINSBERG'S DEPT STORE  
Austin, Tex.  
E. M. SCARBROUGH & SONS  
Baltimore, Md.  
SCHLEISNER CO.  
Baton Rouge, La.  
ROSENFELD D. G. CO., LTD.  
Binghamton, N. Y.  
HILLS, McLEAN & HASKINS  
Birmingham, Ala.  
BURGER-PHILLIPS COMPANY  
Boise, Ida.  
THE MODE, LTD.  
Boston, Mass.  
L. P. HOLLANDER CO., INC.  
Bozeman, Mont.  
MULL'S

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KERRISON'S  
Charleston, W. Va.  
THE DIAMOND  
Clarksdale, Miss.  
POWERS & COMPANY  
Columbia, S. C.  
KOHN'S  
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THE FASHION  
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A. HARRIS & CO.  
Danville, Ill.  
MEIS BROTHERS, INC.  
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Elgin, Ill.  
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J. M. HARTLEY & SON CO.  
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Galveston, Tex.  
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Hartford, Conn.  
SIEGEL'S SHOP  
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GUGGENHEIMER'S, INC.  
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Roanoke, Va.  
S. H. HEIRONIMUS CO., INC.  
Sacramento, Calif.  
HALE BROS., INC.  
Savannah, Ga.  
LEOPOLD ADLER  
San Antonio, Tex.  
JOSKE BROS. CO.

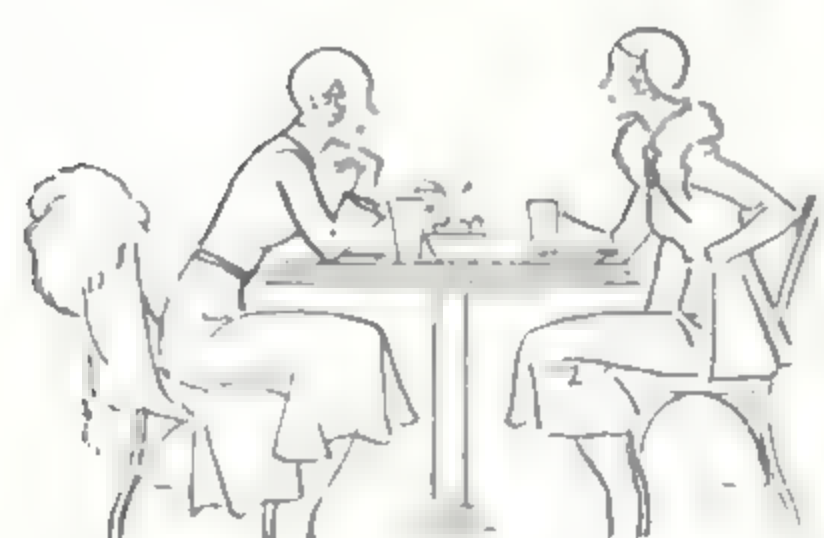
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HOLZWASSER, INC.  
San Francisco, Calif.  
HALE BROS. STORES, INC.  
San Jose, Calif.  
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They just grew



and grew



and grew



because of flavor



The Jolivet Package—containing eighteen delicious types. Just the choice for all occasions—at one dollar twenty-five per pound.

Certain elusive flavors were captured by Schrafft's. Appetites flocked to our stores and dining tables. The stores grew...havens of delicious taste to thousands of New Yorkers.

The famous Schrafft flavor goes out into the world in our candy boxes. A relentless pursuit of certain "tastes" in candies has brought forth a new lusciousness in favored pieces. They have been brought together in the Schrafft assortments. Each assortment is happily balanced to meet the family's little favoritisms, so that all may have many "first choices."

*From sixty cents to two dollars per pound*

**SCHRAFFT'S**

SELECTED CANDIES  
AND CHOCOLATES



Some of the Smart  
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NO MORE FABRIC BREAKS OR TEARS AT THE  
BACK OF YOUR STOCKINGS BELOW THE  
HEM—IF YOU HAVE THIS NEW FEATURE

★  
LOQUET

LOCK AT HEM AND SEAM

- Loud and Prolonged Cheers . . . LOQUET safeguards your delicate Chiffons from Garter Tears and Runs . . . foolproof, yet neatly inconspicuous. Makes Windsors last beyond your fondest hopes.
- The new Note in Windsor's Spring Shades (originating in Paris) is Subtle Accentuation of the Paleness or the Darkness of your Skin. Put them on the hand and you'll see what we mean. Select ones with the Glint that's most beguiling.
- Windsor's own Method of Silk Throwing—*Supre-Twist*—adds perfectly amazing durability to the fabric and at the same time intensifies sheerness. At Smart Shops and Stores \$1 to \$3.

THE NEW SHADES ACCENTUATE THE PALENESS OR DARKNESS OF YOUR SKIN

Windsor  
SUPRE • TWIST  
FINE HOSIERY

★ The LOQUET (Lock at Hem and Seam) is available exclusively in Windsor Stockings—in 2-thread, 3-thread and 4-thread Chiffons. Pat. Applied For. Reg. U. S. Pat. Off. Windsor Mills, Inc., 389 Fifth Avenue, New York. Second and Westmoreland Streets, Philadelphia.





## **An inexpensive personal car of quality and charm**



*The Chevrolet Sport Coupe with rumble seat*

Of course, the modern woman wants the car she calls her own to be attractive. That's why Fisher designers have styled the new Chevrolet Six with a smart new swing to its lines and a smart new sparkle to its colors. And if you think charming interiors are exclusive to costly cars, by all means see what has been done in this new Chevrolet. The wide, deeply cushioned seats are smartly tailored in broadcloth or mohair. Fittings and trimmings are all of excellent quality and in excellent taste. And there is really every bit of the comfort and convenience to be found in expensive cars. In the matter of mechanics, you can take this new Chevrolet for granted. It is a *thoroughly* well-built car—swift and smooth—extremely easy to handle and comfortable to ride in. All in all, the new Chevrolet Six is the kind of smart personal car that one takes some little pride in owning and a great deal of pleasure in driving.

*Chevrolet prices range from \$475 to \$650, f. o. b. Flint, Michigan. Special equipment extra*  
CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN. *Division of General Motors Corporation*

# **NEW CHEVROLET SIX**

***The Great American Value***





Drums  
Pattern

*Its enduring loveliness  
tells you...*

why even the thriftiest pay a little more for Martex quality...a little more at first...but far less in the end. This slightly higher price pays for deeper texture and colors that will never wear out or wash out, and for the exclusive Martex underweave which holds every thread firmly in place. Martex bath towels keep their beauty through years of strenuous service. And that's *real* economy. Remember—only in Martex can you select shower curtains, too, to match your Martex towels, bath mats, wash cloths. At all leading department stores and linen shops.



Catalina in the new Yellow: Bubbles in the new Green

Wellington Sears & Co., 65 Worth Street, New York

**MARTEX**

Bath Towels • Wash Cloths

Bath Mats • Shower Curtains





## *The Clothes Hamper goes modern* ★ ★

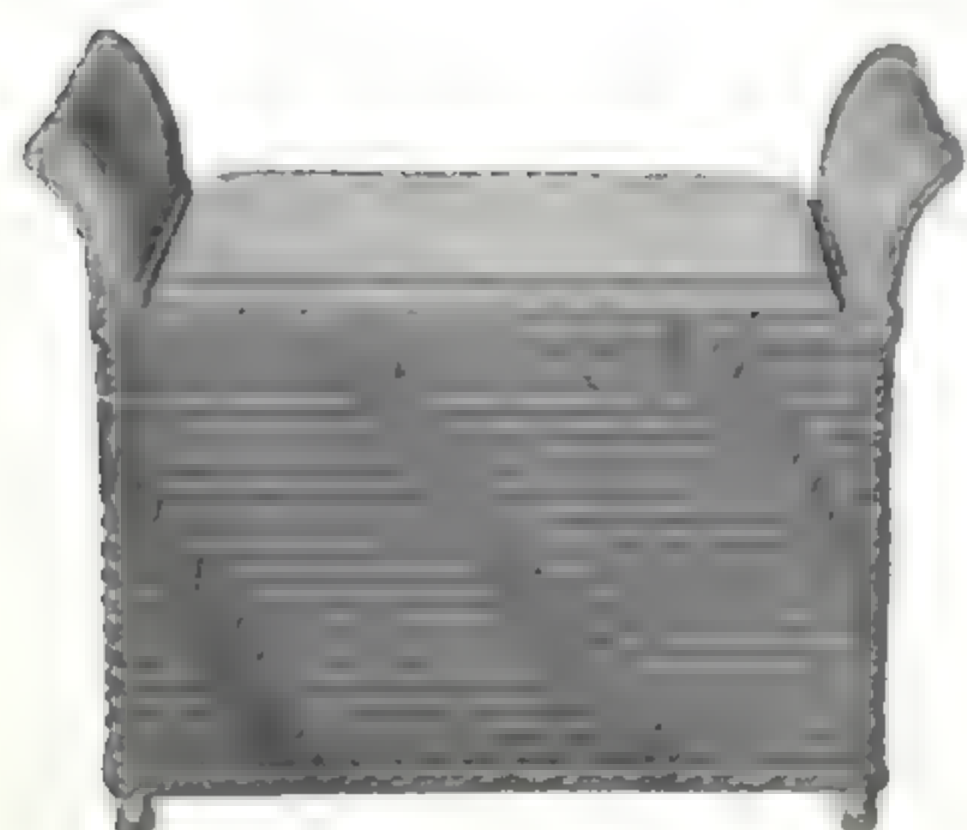
Bright tiling gleams, immaculate porcelain shines in the modern bathroom. Everywhere is harmony of design and color. Here is no place for a rickety clothes hamper with frayed ends to tear the delicate fabrics entrusted to its care. Away with it! Today's bathroom ensemble calls for a Whitney Pannier, and the modern department and furniture store is ready to answer the call with a variety of shapes and in the colors—Blue, Old Rose, Green, Orchid, Yellow, and Ecru. Panniers are constructed from woven fibre with customary Whitney care and strength. Carefully finished within to protect the filmiest of garments. A Whitney Pannier is more than a convenience—it is the final touch in the harmonious perfection of the modern bathroom.

F. A. WHITNEY CARRIAGE CO.  
LEOMINSTER, MASS.

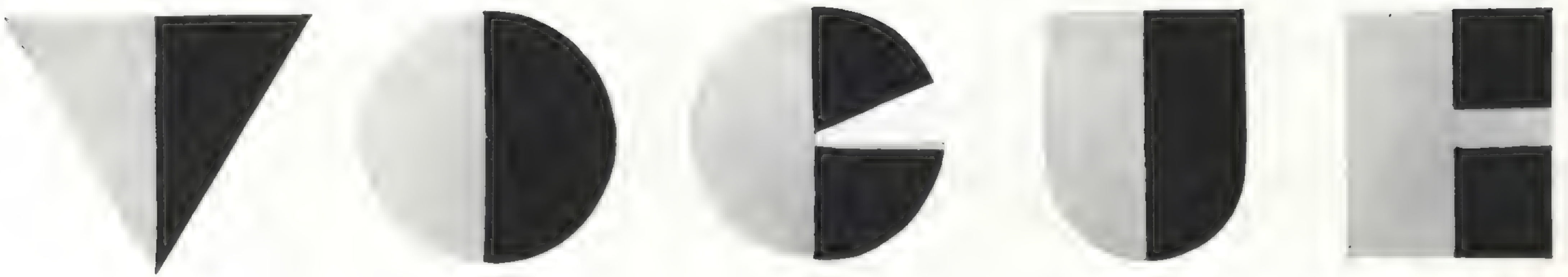
*Makers of the famous Whitney Baby Carriages*

## *The* PANNIER *A smart clothes hamper*

Whitney Panniers may be seen in a variety of designs and color combinations at your favorite department or furniture store. Be sure, and ask for Panniers by F. A. Whitney Carriage Co.





**THE NEXT****MAKES YOU SURE OF YOUR COLOURS**

This is a spring of queer new colours, of wild colour combinations that you can't describe in words or carry in your mind's eye. If the colours are wrong, the cut is wasted. A few off-shades and a wardrobe is ruined.

The exciting thing about the hats and dresses this spring is the colour. The next Vogue—Spring Millinery and Accessories, March 1, 1931—gives you the new hats and accessories, scarfs and bags, and dresses and coats fresh from Paris, not only in black and white, but in the exact colours in which they were conceived. You can take this Vogue over to the window and match your samples to its page. . . . One more way in which Vogue saves you from costly mistakes.

**Vogue • One of the Condé Nast Publications**

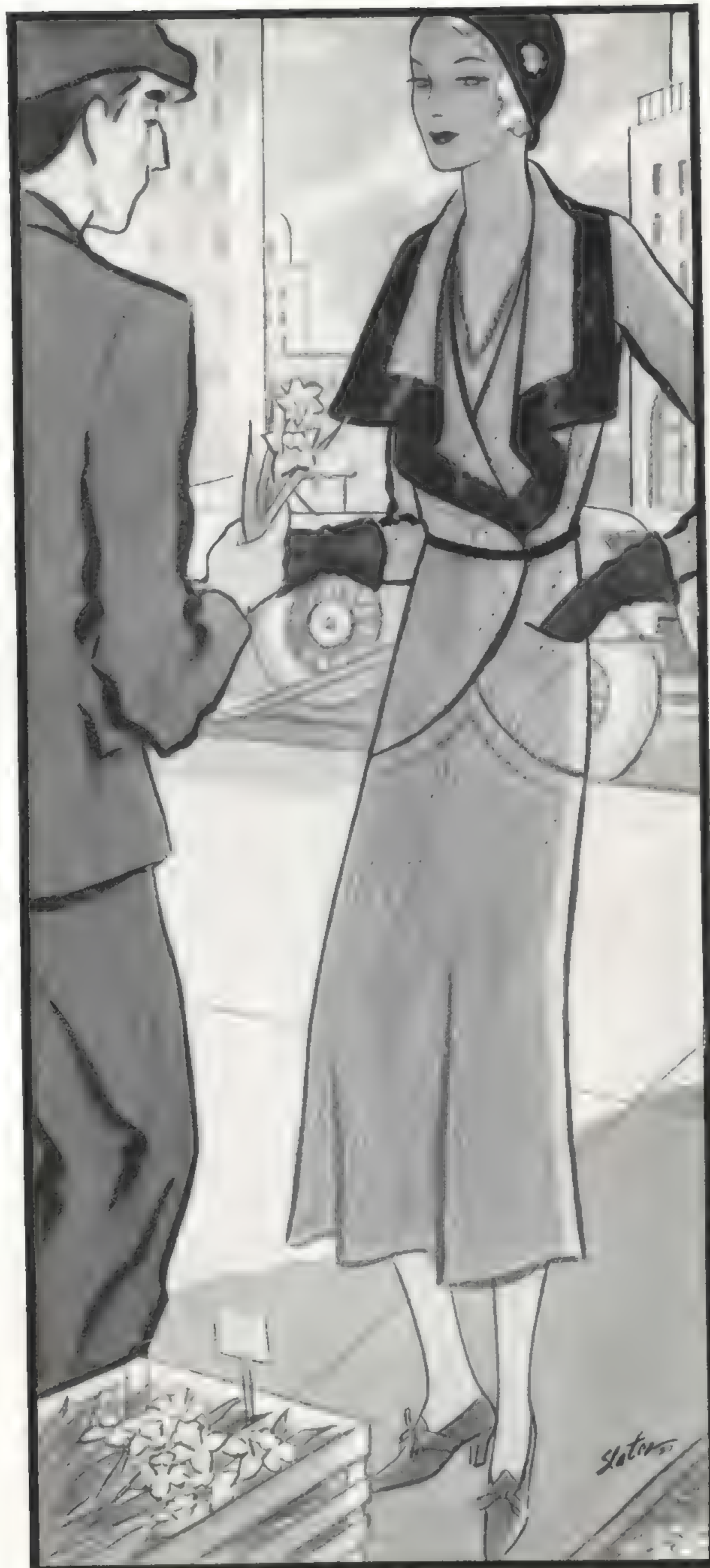
**SPRING MILLINERY AND ACCESSORIES • DATED MARCH 1, 1931**



T H E

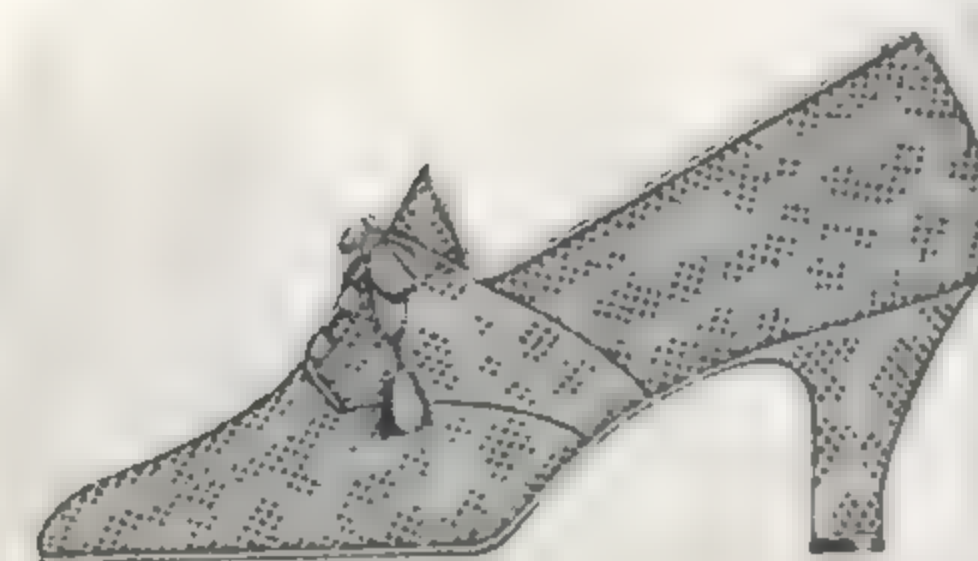
Greige

M O M E N T

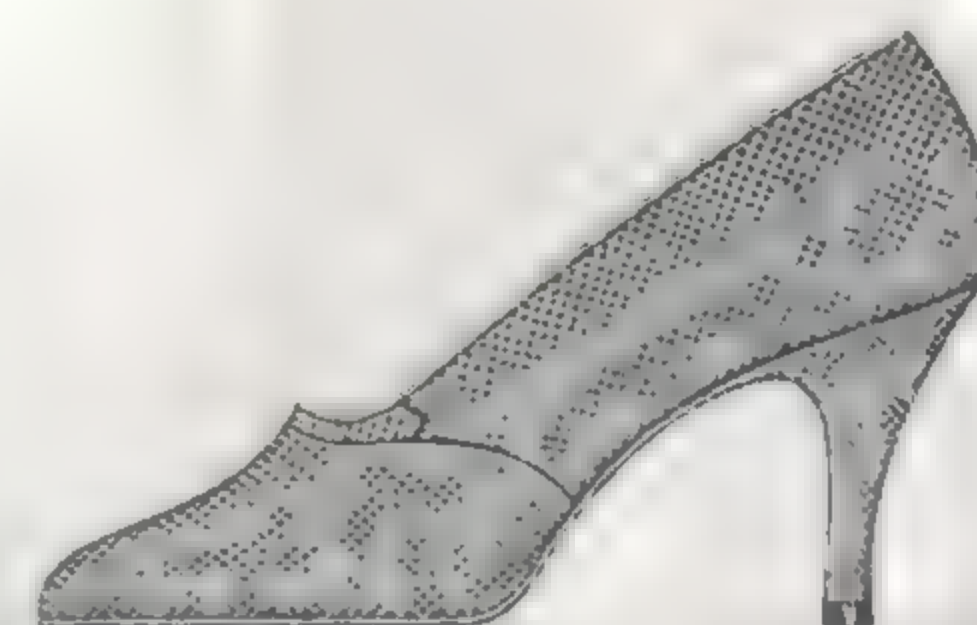


Of genuine watersnake, in this interesting grey-beige color, are these two very important styles from Walk-Over. The tie for tailored wear; the opera, slightly more formal. Each exceedingly useful in any wardrobe from now into the summer.

MILADY TIE 12.50



REPLEE OPERA 12.50



It comes just before Spring... the Greige moment. Not a leaf in sight, but under drab earth there is a hint of beige, under grey branches a suggestion of lavender. Nothing definite, just a vague prophecy... GREIGE. » » The shoe color for Spring is Greige... neither grey nor beige but both, with an undertone of lavender... the natural color of genuine watersnake. » » Worn with beige these shoes are the slightly deeper corresponding tone, correct for footwear. With black or the bright navy blues they become an exceptionally warm grey. With any of this Spring's vivid pastels they harmonize as earth and branch harmonize with flowers.

Walk-Over

510 FIFTH AVENUE

PARIS: 21 Boulevard des Capucines, LONDON: 372 Oxford St. W.





# CONTRIBUTORS TO OUR FIRST COUTURE COLLECTION



- ANNEK
- YRANDE
- CHANTAL
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- LONDON TRADES
- ANN YANDELL

Paris helped us. New York helped us. And we helped ourselves to the most magnificently varied and correct lot of leisure slippers ever offered!

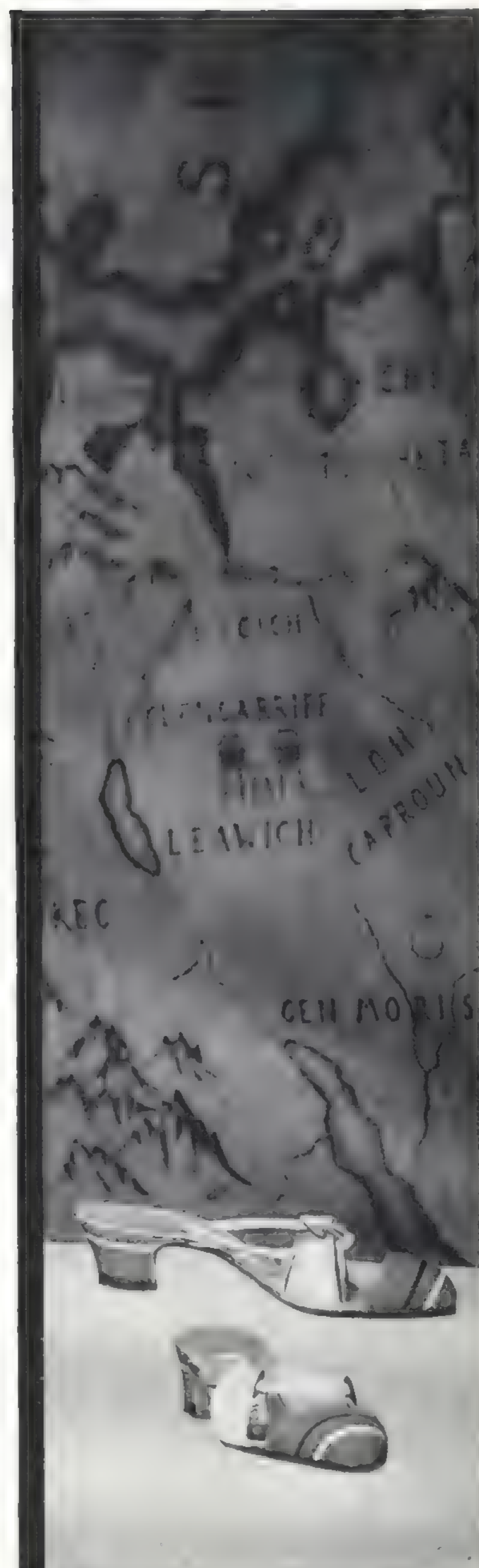
From among the more exclusive French couturiers, we chose houses who understand this important new lounging mode. Then Yandell of New York added her ideas.

All these engaging slippers were designed exclusively for Daniel Green. We translated them, of course, to American lasts... Daniel Green's comfortable, flattering lasts.

Shops that sell you individual things will show them to you. See the styles for men and children too! Everybody feels so self-assured in Daniel Green Quality Slippers. Prices, \$2.50 to \$15.

•

**THE MESH MULE**—left above—has a toe of gold or silver mesh, soft and fine and unlined, with a velvet sole pad—From Daniel Green's own studio.



**SAND PIPER**—above—an exceedingly brief and gay little piece of striped fabric and leather—By London Trades.

The Daniel Green Company, Dolgeville, N. Y.



**TEAR DROP**—left below—a D'Orsay in flower-toned crepe de chine trimmed with bits of gold kid—By Ann Yandell.

**LOLL**—right below—comes in colored kid with a red heel and a leather lining darker than the outside—By Chantal.

## DANIEL GREEN *LEISURE* FOOTWEAR



**A TOWN BRED JACKET SUIT IN CRÊPE LOUISE**

Staring is rude, we're told, but quite forgivable when this ingenuous little outfit . . . that tries so hard to look severe . . . swings down the avenue. In Botany's loveliest dress crêpe, it's light as air, and occupies the barest nothing in your travel case. To lines so sharply tailored, Crêpe Louise by Botany applies its supple drapiness to create a daytime costume of finished chic. "Fabric by Botany" assures the garment's style.



Two piece jacket suit of Crêpe Louise, worn with a blouse of silk pique, and all accessories, from R. H. Macy & Co., Inc.

Botany Fabrics may be had in frocks and coats or by the yard at all the better shops

# botany

TWO HUNDRED · FIFTH AVE.



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### 2 Vogues a month 2 years...48 issues for only \$8

Spring Millinery and Accessories	Mar. 1
Spring Shopping	Mar. 15
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Autumn Forecast	Aug. 1
Early Autumn Fashions	Aug. 15
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Autumn Shopping — Millinery — Furs	Sept. 15
Paris Openings	Oct. 1
Paris Fashions	Oct. 15
New York Winter Fashions	Nov. 1
Vanity Number	Nov. 15
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Holiday and Winter Travel	Dec. 15
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Forecast of Spring Fashions	Jan. 15
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The Condé Nast Publications, Inc.  
Graybar Building . . . New York City

● Ordinarily, Vogue costs \$6 a year . . . 2 years \$12. Now, for a brief while, you can get TWO YEARS FOR \$8 . . . twice a month . . . a saving of \$4, or one-third the usual price.

● This \$4 is only your first . . . and smallest . . . saving. Every dollar you invest in Vogue's early, authentic fashion information can save you \$100.

● You waste no money on buying the wrong things. The gown you buy and never wear is the really expensive gown. Gloves, shoes, hats, that just miss chic are the ones that cost more than you can afford. You may easily save many times Vogue's purchase price by avoiding a single over-popular or declining style.

● You waste no money on buying unnecessary things. Guided by Vogue, you plan your whole season's wardrobe in advance, complete, with interchangeable accessories. It is really amazing how many things, unthinkingly bought by less well-informed women, you do not need at all. You may easily save Vogue's purchase price in passing by a single unsmart or unneeded scarf or bag.

● And . . . if you accept this special offer . . . you will have Vogue to insure the correctness of your entire wardrobe, twice a month, for two whole years.

● Chic is a matter of information, not of income. Wrong things are often costlier than right. What you leave off is even more important than what you put on. Guided by Vogue, you may look smart on a \$100 expenditure, while uninformed women look frumpish in \$10,000 worth of mink and pearls.

● Why take chances again this year, when . . . by simply sending in the coupon below with \$8 . . . you can insure full value from every dollar of your dress allowance for two whole years through the guidance of Vogue?

### SIGN, TEAR OFF AND MAIL THIS COUPON TODAY

Condé Nast Publications, Inc., Graybar Building, New York City

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● Left to right

Canton crêpe afternoon frock adapted from Goupy

● Flat crêpe frock from Chanel with two-toned trimming

● Printed crêpe street frock adapted from Lelong

● Canton crêpe suit from Germaine Lecomte with fitted jacket

● Below

Formal lace frock adapted from the collection of Irene Dana

● Cowl back evening gown in flat crêpe. Inspired by Augusta Bernard



Déjà Hats capture the charm of your face... \$12.50 and more.

NO smart young thing should bother her pretty head over clothes budgets. It is simple arithmetic to figure two new Déjàs at the price of one dress of lesser pedigree. It is such fun too, to see the new Déjàs make their debut each month at the fashion shops of the country. And the Déjà label in your newest frock confirms your fashion judgment. Déjà dresses \$39.50.

Déjà





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VOGUE PATTERNS may now be obtained in all of the leading American and European cities. They may be purchased in the shops listed below where one may secure expert fashion advice about personal clothes problems, and see the coloured sketches of all the new models.

HOW TO ORDER BY MAIL. Vogue Patterns may be ordered by mail from any of the distributors listed below or from Vogue Pattern Service, Greenwich, Conn., 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California. In Canada, 70 Bond Street, Toronto, Ontario.

IN ORDERING, state the full pattern number of the pattern you select. When ordering skirts give both the waist and the hip measure; when ordering misses' or children's designs state age.

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DETROIT  
The J. L. Hudson Company  
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Herpolshelmer Co.  
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Gilmore Bros.  
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J. W. Knapp Co.  
SAGINAW  
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MINNEAPOLIS  
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L. S. Donaldson Company  
ST. PAUL  
Schunemans & Mannheimers,  
The Golden Rule  
WINONA  
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JACKSON  
R. E. Kennington Co.  
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The Townsend, Wyatt & Wall Dry Goods Company  
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Scruggs-Vandervoort-  
Barney Dry Goods Co.,  
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MONTANA  
BILLINGS  
The D. J. Cole Co.  
GREAT FALLS  
The Paris Dry Goods Co.  
HELENA  
The New York Dry Goods Co.  
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Missoula Mercantile Co.  
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LINCOLN  
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ELMIRA  
S. F. Iszard Co.  
GLENS FALLS  
Boston Store Co.  
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ITHACA  
Rothschild Bros.  
JAMAICA, L. I.  
B. Gertz, Inc.,  
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KINGSTON  
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MIDDLETOWN  
Tompkins Dry Goods Co.  
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Lucky, Platt & Co.  
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H. D. Halahan  
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SYRACUSE  
Dey Brothers & Company  
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Boylan Pearce Co.  
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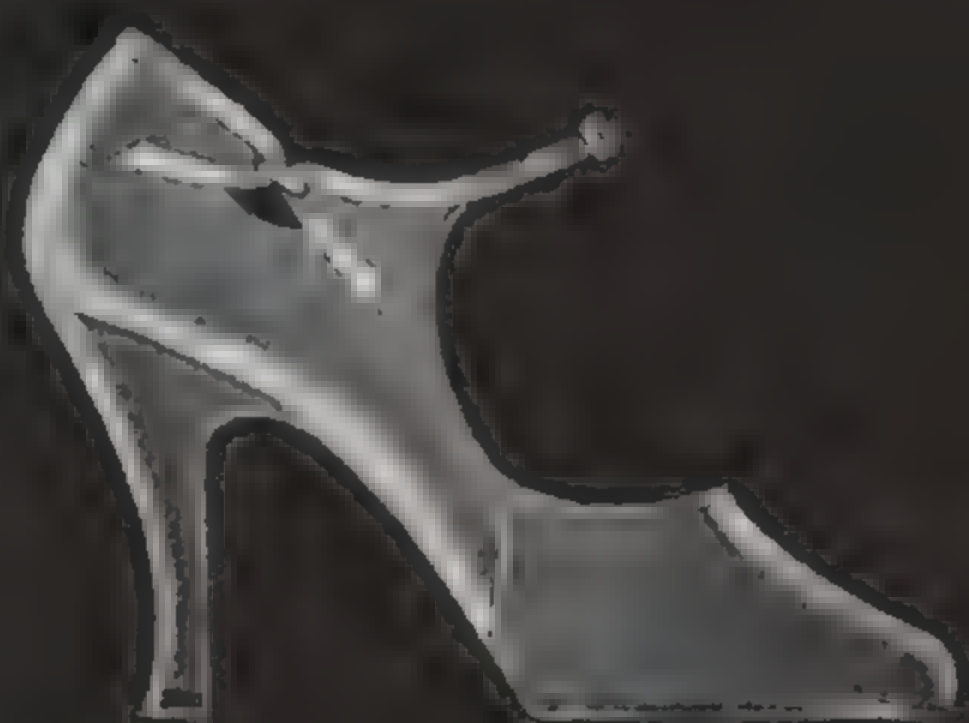




Miriam . . . a two eyelet tie, with perforations underlaid in lighter material for the season's note of contrast.



Eloise . . . a new opera pump with perforated scroll design . . . in black patent or dark kid.

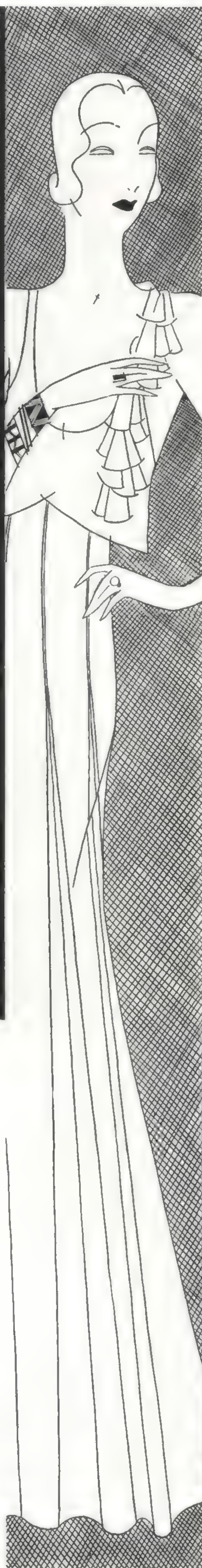


Roberta . . . a sophisticated one-strap in dark green kid . . . with the graceful high arch and slender heel distinguishing all Peacock Shoes.

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The black patent pump, ever a love of the chic Parisienne, is good this season, with the graceful longer skirts. Eloise is particularly right for the afternoon dark skirt and contrasting tunic.

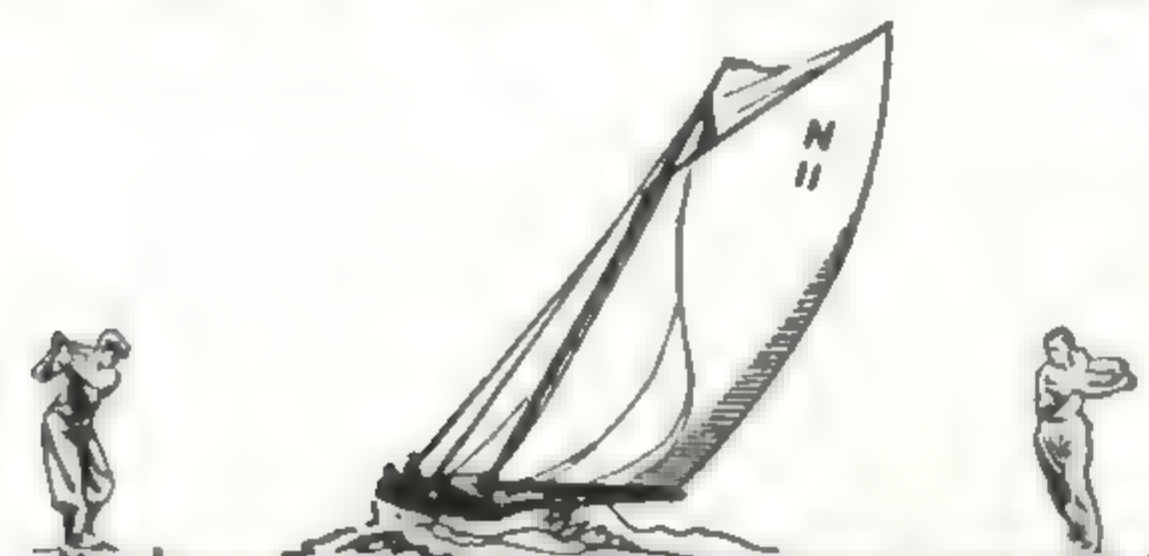
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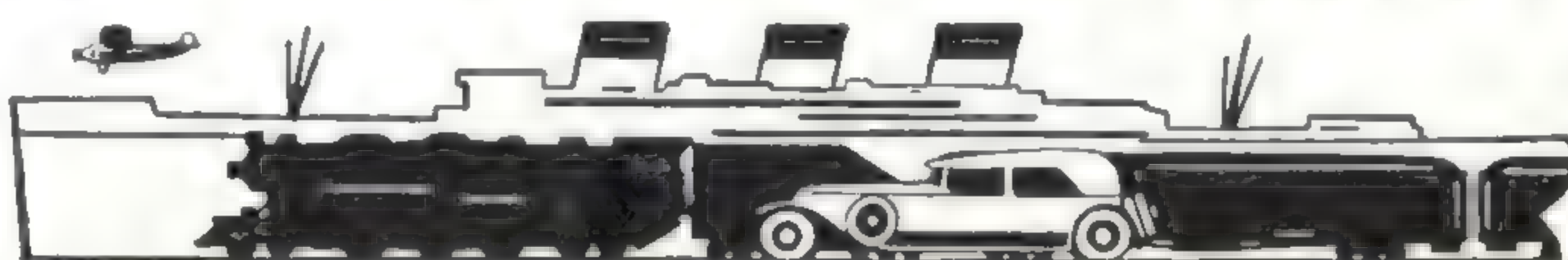
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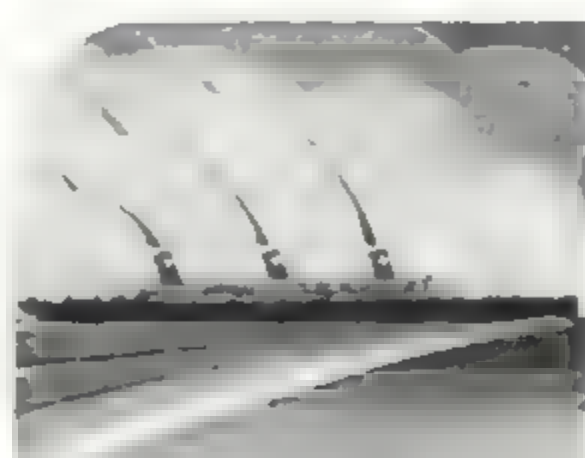
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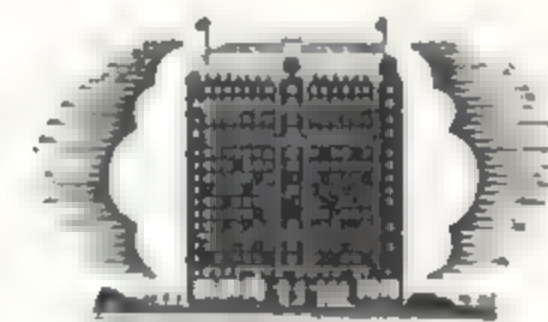
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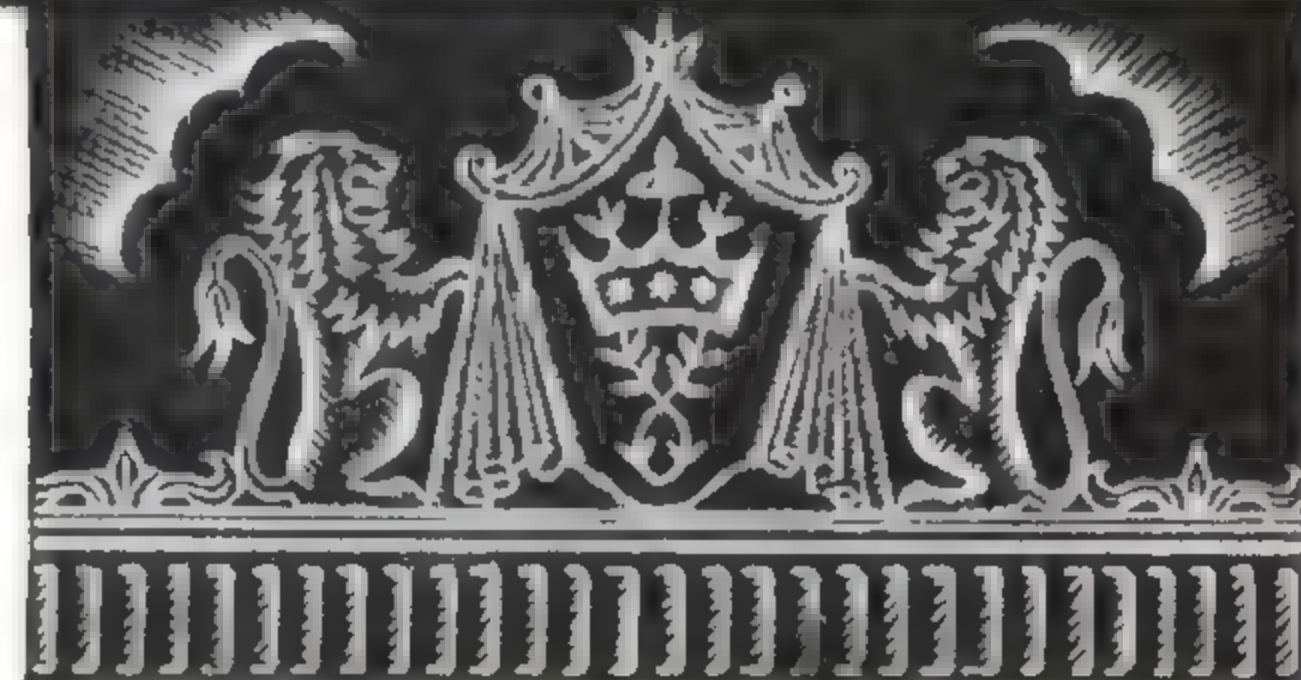
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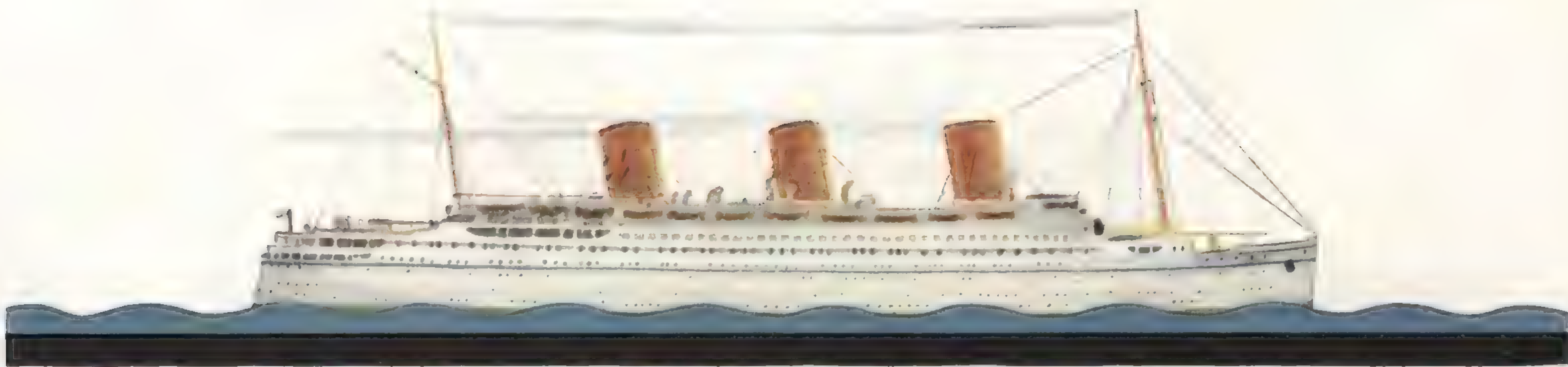
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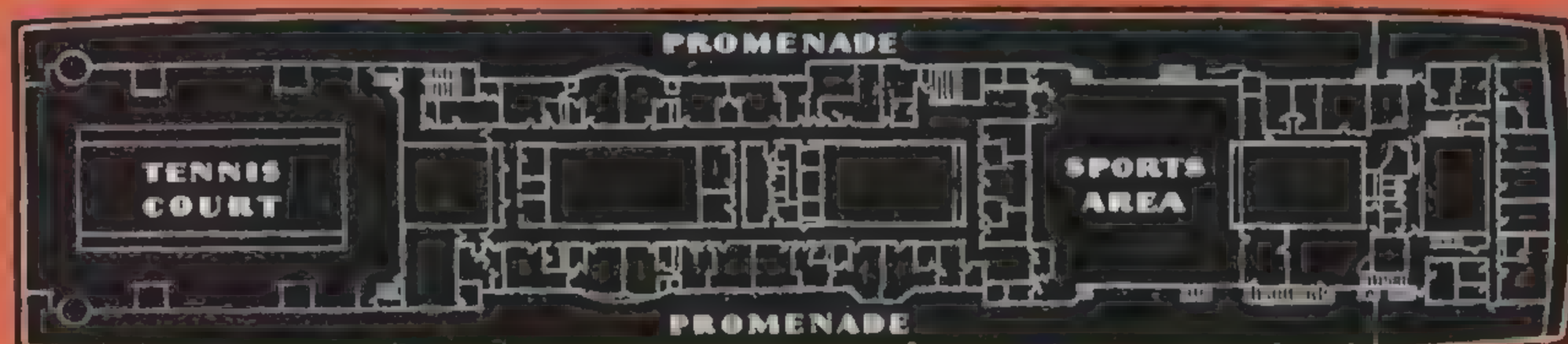
THE SHORTER SEAWAY TO . . . FROM

## EUROPE





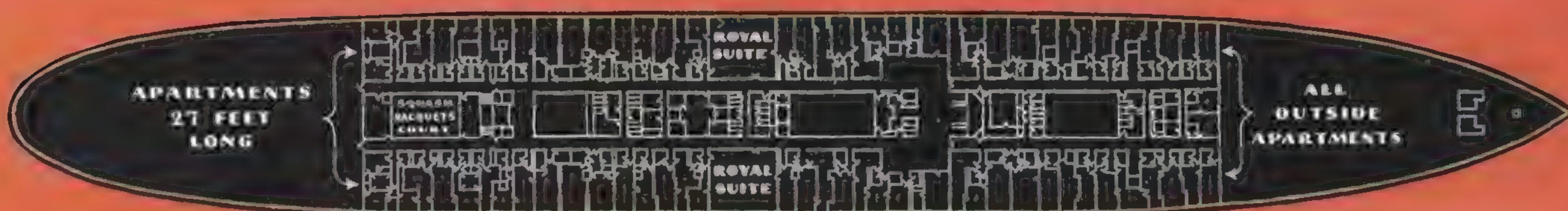
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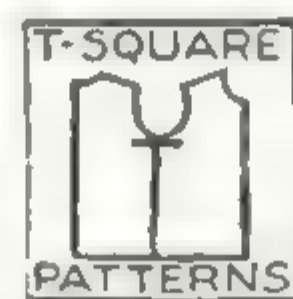
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**PHILADELPHIA**  
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(Continued on page 118)

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## BUYWAYS OF PARIS

GREAT Paris names are usually associated with one thing, to the relative oblivion of all else. It's in the Paris tradition that only by specializing in one subject can perfection be achieved. This is more or less true, and, undoubtedly, it is the reason why the great Paris names mean what they do. But, sometimes, it amuses the creator of clothes, in his odd moments, to play around with handbags, and no harm done. All of this is incidental to the main interest, of course, and you might go into a dressmaking house a dozen times and never realize that it was equipped to fit you out as completely as a New York specialty shop. The moral being that some of the loveliest Paris odds and ends are to be found where it would never occur to you to look.

Mirande's lingerie, of course, is nearly as well known as her clothes, but since she has moved across the rue de la Paix and inherited the Dœuillet-Doucet lingerie ateliers, she is quietly beginning to do new and lovely things along this line. She is making a specialty of very simple day sets, trimmed with hand-tucking and a narrow edging of lace—Irish crochet or Valenciennes. These consist of a shirt-like chemise and short, close-fitting pants. Mirande will soon, if anyone can, revive the fashion for white linen underwear, which, as we all know, is what a lady really should wear for sports. It is cut on simple, tailored lines, put together most beautifully, and embroidered with your monogram. When it comes to nightgowns, this house lets itself go and achieves "line" and period effects.

Here, too, are some smart black chiffon or black linen handkerchiefs, with your initials embroidered in colour, in lower case. If you are going to wear black with a touch of colour, these would seem to be the thing.

Embroidered organdie tea-sets are another engaging idea.

Annek, who specializes in lingerie, likes to bring out at least one extraordinary hand-bag every year. This year, she is showing one that is shaped like a cigarette-case and opens (Continued on page 126)



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... in black satin with tintable white silk-ray  
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FEBRUARY 15, 1931

SMART FASHIONS AND  
BRIDES AND LINGERIE

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# St. Valentine's Messenger

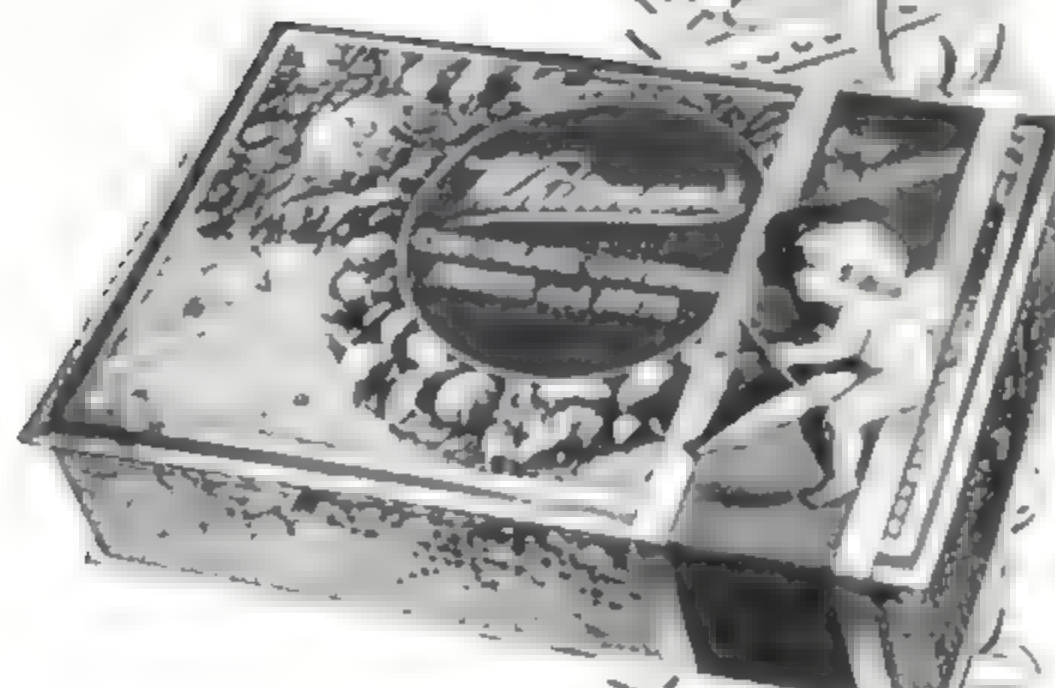
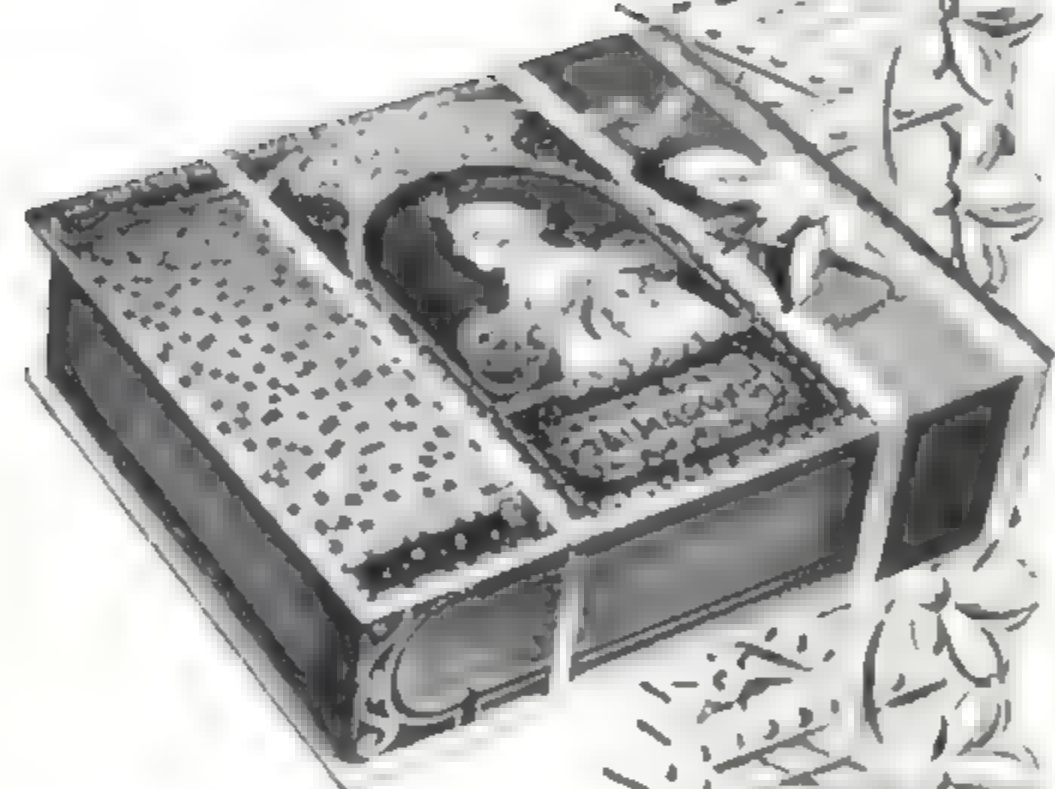


*Whitman's Candy, at this season,  
Adds to sentiment a reason;  
Not just "reason" in the abstract  
But a reason for a compact  
Such as Saint and Cupid stand for  
And a maid would give her hand for.*

There's sweetness as well as meaning in the Sampler. With its heart design added, let it be your Valentine messenger.

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### Vogue's-Eye View of the Mode

Crinolines for 1860; bustles for 1880; they suggest inevitably an age, an epoch, a habit of mind, even a certain speech and style of interior decoration. And what for the 1930's? What symbol for this age of being yourself, of relaxing, of smartly dressing down instead of up, of clipped and casual speech—what to put against a setting of modern metal and glass interiors? It is the pyjama, of course. The slim pyjama-clad figure is the 1930's incarnate. Miss 1931-et-la-suite wears pyjamas, flowing in line and brightly coloured, hair a new length at the neck, finger-nails painted, but paler, many bracelets, a diamond hair-clip, special sandals that are neither mules nor evening slippers, but a combination of both. Her conversation is piquant and staccato, her eyes roving, her feet dancing.

It would be a pity to own a grandmother who enjoyed the callalily and what-not atmosphere of the 1860's and did not make the most of it by wearing the widest, most swirling, hoop-skirted crinoline of them all for her granddaughters to boast about. So it would be unheard of now not to be air-minded about the pyjama.

The pyjama is everywhere. Matronly or youthful in mood; only extremes of hips, not of age, need beware. It may be made of everything from satin to sailcloth. Sometimes, the flowing lines are almost those of an evening dress. Again, they are frankly trouserish. Always they are feminine and easy to wear.

Here is something to be and to do that is distinctly of our epoch.





VON HORN

**Mrs. Barclay Kountze Douglas**

Mrs. Douglas, whose wedding was one of the most important of the season, is shown as a bride on page 69. She was formerly Miss Jane Foster, the daughter of Mrs. Seton Porter and Mr. Herbert I. Foster. Mr. Douglas is the son of Mrs. Grafton Minot and Mr. J. Gordon Douglas



# CAME THE DAWN

YOU and your guests have been to a good play. After the last curtain has fallen, you emerge, and, sighing or laughing reminiscently at the beguiling antics of the Thespians, you stand in the foyer, waiting for your car. Now, if you are a smart New Yorker—and particularly if you are an out-of-town visitor to this city of lights and midnight pleasures—you begin to ask, "Shall we go somewhere and dance a bit?"

It must be admitted right now that the speakeasies of New York have materially encroached on the popularity of the night-clubs and that many of the smartest people are to be seen nightly whispering the magic passwords in the teeth of iron grilles which magically swing open to them. But it is impossible (for reasons inherent not in our own, but in the United States Constitution) to name those *intime* little restaurants, with their comfortable small tables and shiny, inviting, and crowded bars, where one is certain to see many people of the artistic, literary, and social worlds. But undoubtedly, you have your own addresses, your own "Open Sesames," your own preferences and prejudices in these matters. Then, perhaps, you do not wish to drink or chat; you want to be entertained or to dance and see others dancing; you want to see new, amusing faces, or familiar, smiling ones. And, in this case, the answer is not a speakeasy, but a night-club.

There is always, of course, the Embassy Club, that patrician among night resorts, where one sees "everybody one knows," listens to the soothing strains of Pancho's orchestra—Pancho, the young Argentinian, whose wan, wistful little smile and horn-rimmed glasses belie the sensuous rhythms of the orchestra which he leads and the gay expressiveness of his own violin. The smiling and efficient Luigi guides you and your guests to a table on the floor or (if you are only two) to a banquette against the wall, which is decorated with paintings of Paris, London, and New York. You may dance among women who are chic, in a room that is softly lit and famous for that rarest of night-club virtues—its excellent ventilation. But the Embassy Club is only for you if you are a member. And if you are not, then what?

There are the Seaglade at the Saint Regis, the Ambassador Grill; there are the El Patio, the Lido, the Montmartre, Club Richman; at all of these places, ermine coats and top-hats are wont to foregather. And then, if you do not wish to dress (although you may), and if you are in an adventurous, and not too captious a mood, there are the Hollywood Club, the Club Abbey, and Belle Liv-



## A Nocturnal Review of the Gaieties of New York

ington's famous Country Club, where one invariably sees many familiar faces. And, providing you are a true modern and searching for that thing called "atmosphere" (this has, in our own generation, become a very chic quest), there is always that Mecca of foreign visitors and jaded New Yorkers—Harlem, the Unique and Exuberant; the Hofbraus of Yorkville; and the Bohemian innocences of Greenwich Village. But let us review, briefly, a few of the most frequented of these places of nightly rendez-vous in New York.

In the Seaglade, downstairs in the Hotel Saint Regis, in glittering black-and-gold décor that is both subterranean and chic, Vincent Lopez plays that brand of sensuous and yet languid music which has made him popular with several generations of *débutantes*. The Seaglade is quite definitely a place to which you will make no mistake in taking your guests.

Mothers of those *débutantes* who still have enough energy to dance between balls may take note: the Ambassador Grill retains intact the pleasant, familiar atmosphere of a Park Avenue that is totally unlike that which Cornelius Vanderbilt, Junior, injected into his book, *Park Avenue*. And while neither you, nor the debs, need dress, you will feel more comfortable if you do.

The Casino, in Central Park, has definitely established itself as a haunt of the fashionable. It would be impossible to resist the enchanting décor of Joseph Urban's two rooms, which set off one's frocks so beautifully. Leo Reisman's orchestra, famous throughout the length and breadth of the land, will beguile you—unless, perhaps, you have ears that rebel at too much noise, even when it is very excellent noise. But many moderns prefer that sort of thing. And Ethel Merman, of the impassioned, though metallic soprano, and expressive hands, will sing you torch songs that would set the Thames, or



*Club Richman.*

even the apathetic Hudson, on fire. One may dine and sup well at the Casino, too, a point which is also greatly in its favour. Although you need not dress, you are cautioned to wear your prettiest frocks, for the floors are not dim. And choose your escorts with a view to gossip, for you will see enough people you know to broadcast it all over the town in the morning. Moreover, the Casino shares with the Embassy Club this distinction: it is about the only night-club in New York where parties of more than eight do not look unwieldy and a trifle suburban.

The Club El Patio boasts the best features of the currently popular night-clubs. Mario, the efficient maître d'hôtel of the old Jungle Club, and Emil Coleman's orchestra (you remember them from Montmartre and the Brook, at Saratoga) provide you with tables on the floor and music with a throbbing intensity that makes that floor an inviting and enchanted place. The decorations are acceptably Spanish, and the lights are soft enough to make soft faces lovelier, hiding that tired little expression which lines the youngest mouths of those who are "always going out." Ramon, the young Spanish proprietor, and Rosita, his partner, dance the inevitable tango, but in a way that makes it seem less obvious, more impassioned, and—forgive the thought—less shop-worn. Frances Maddux, at the piano, sings torch songs and other songs which contrive to blend romance and whimsy with that hard-boiled modern cynicism and faintly Rabelaisian wit that characterize many lyrics of to-day. And at the tables, the guests listen languidly, with a delicate indifference, but secret approval, which all the modern bright young things manage so nicely. A restful place, but a charming place to spend the midnight hours.

The Lido, along with the ladies' frocks, has gone a little nineteenth century! On its wide, high walls are amusing wooden cut-outs of horse-cars and high bicycles, of women with wind-blown petticoats, and urchins with straw dippers and Little Lord Fauntleroy collars. But if it harks back to a by-gone era in its decorations, it does not in its spirit or its entertainment. For its orchestra is led by Bobby Brush, and Moss and Fontana lend their peculiarly modern or, rather, timeless grace to dance numbers which are the epitome of rhythm; and Libby Holman offers her "Body and Soul" in a husky, spine-

tingling contralto—to the immense gratification of every one concerned.

The Montmartre, though clubs may come and clubs may go, seems to go on forever. Charlie Journal is one of New York's most famous night-club headwaiters; and the atmosphere, while less chic than that of El Patio, or even the Club Richman, is agreeable. And—this for you, if you are going out with that young man from Harvard or Yale whose parents just refuse to do anything more about his allowance—Montmartre's charges are reasonable!

Harry Richman, of musical-comedy and night-club fame, has been for three years now the guiding spirit of one of New York's smartest night-clubs. His dynamic personality and rich voice, coupled with a gift for tomfoolery, make him the ideal entrepreneur for floor-show festivities. This season, he is being well aided by the "tragic comedian," Ted Lewis (Everybody Happy?) and his orchestra, and a male quartette. The decorations are Spanish, the room is large and airy, and, one thing taken with another, the night-club atmosphere is nowhere more amusing than here.

The Hollywood Restaurant, on Broadway, is not the place to take your dear Aunt Van de Peyster, nor, indeed, any relative, however remote, who is not broadminded and inured to the sophistications of the Gay White Way. For the Hollywood, while in no sense raucous or dangerous, is sufficiently naughty (in an Earl Carroll-esque manner) and déshabillé to provoke a certain amount of puritanical disapproval. Under the auspices of Nils Granlund, at twelve o'clock and two o'clock, there is unfolded to the gaze of a huge motley crowd of Broadwayites, with a circle of boiled shirts and ermine wraps from the Park Avenue reaches, as excellent a "floor-show" as one is apt to witness in any cabaret on either side of the Atlantic—pulchritudinous and scantily clad blondes, who parade as the "jewels of the world," a troupe of incredibly clever (Continued on page 120)

*El Patio*





Cotton Club



El Patio



Belle Loringston's  
Country Club





MRS. FULTON CUTTING AND MRS. GEORGE HOWARD



COUNTESS CARLO D. DI FRASSO AND MR. BERTRAND TAYLOR

• Countess Carlo D. di Frasso and Mr. Bertrand Taylor are the Italian hurdy-gurdy musicians above. Mrs. Fulton Cutting and Mrs. George Howard did a mother and daughter act; Mrs. Gurnee Munn and Mr. Mogens Tvede came as a couple of innocents from the Gay 'Nineties, and Ina Claire, Cole Porter, and Mrs. George Baker managed to suggest their antithesis, respectively, as Lenore Ulric, an 1890 half-back, and a demi-mondaine



MRS. GURNEE MUNN AND MR. MOGENS TVEDE



VON HORN

MISS INA CLAIRE, MR. COLE PORTER, AND MRS. GEORGE F. BAKER, JUNIOR





MRS. HAROLD TALBOTT AND MISS ELSA MAXWELL

"WILL YOU COME AS YOUR OPPOSITE TO MY PARTY IN HONOUR OF THE MOST UNATTRACTIVE MAN IN NEW YORK, MR. COLE PORTER, IN CRYSTAL ROOM, RITZ HOTEL, DECEMBER TENTH, ELEVEN-THIRTY P.M. PLEASE ANSWER—ELSA MAXWELL." Thus, by telegram, came the invitations to the most amusing party in New York this winter. Half of New York's three-ring social circus went. Miss Maxwell herself as President Hoover, Mrs. William Averell Harriman as Peggy Hopkins Joyce, Prince Vassili of Russia as a Communist, Mrs. Henry Gray as Elinor Glyn, Jack Pratt as his mother, the Hon. Ruth Pratt, Fannie Brice as an ingénue, Mr. Schuyler Parsons as Brigham Young, Princesse Chlodwig Hohenlohe-Schillingsfürst and Mrs. Baldwin Preston as nuns, Miss Eleanor Barry as Ann Pennington—on and on, ad infinitum. The only decorations were huge posters satirizing books and plays by the guests.

• The beautiful Mrs. Harold Talbott did a good contradiction by coming to Miss Maxwell's party as the Broadway siren, "Diamond Lil." Miss Maxwell appeared as President Hoover, and Mrs. Vincent Astor did her best to be a snaky vamp in velvet



VON HORN

MRS. VINCENT ASTOR

**"Come as Your Opposite"**

**Elsa Maxwell's Latest Party**



# THE HOSTESS FOLLOWS

## A NEW COURSE

### America Now Adopts the European Custom of Giving Vegetables and Fruit Solo Rôles at Smart Dinners

SMART modern meals are simple, to be sure, but it is a very sophisticated sort of simplicity that makes us identify them as smart. The whole theory of these menus is to have them planned so that each of the few dishes that appear is an entity of perfection in itself. One specific indication of this phase is the increasing appearance at smart dinner-tables of a glorified vegetable served as a course complete in itself—a familiar custom in Europe, but less known in this country. This can take the place of a salad, and usually does, or it can precede the roast. Whatever its place in the menu, it is beautifully served and prepared in a way that gives it an interest that it never achieves when it appears in its ordinary American rôle—subservient to the roast.

The artichoke is a perfect example of this type of course. Every true artichoke lover will tell you that this vegetable, however good it may be when it is served cold, parading under the guise of a salad, is at its most beautiful best when it is served hot, accompanied by a flawless Hollandaise sauce. Or, if you are not one of those who insists upon having your artichoke neat, there is a French artichoke recipe that provides a delicious entrée. The chokes, the unedible centre parts, are removed from cooked artichokes, and the cavities thus made are filled with chopped cooked onion. The tops of the fillings are then sprinkled with buttered bread-crumbs and grated dried Gruyère cheese, each is dotted with butter, and the artichokes are baked for a few moments in a hot oven in a baking dish that can be sent to the table.

Cauliflower is a vegetable that has a rather lowly standing in American cuisine, but serve it alone, in the grand manner, and see what chic it gives to a menu. To attain this distinction, two heads of cauliflower of uniform size are steamed to just the right consistency and cut so they can be fitted together to make a perfect mound on a silver platter. Two heads are better than one, in this case, because the form can be fashioned more perfectly with the two. Then, the whole is entirely covered with finely minced parsley, and a Hollandaise sauce is passed separately. Your guests will cry for more!

Broccoli and asparagus are vegetables that profit infinitely by this isolated type of treatment, and hearts of

palm, a delicacy too infrequently seen upon our menus, is another excellent dish to come to table by itself. Spinach, too, figures in this new rôle, not the plain or garden variety, to be sure, but a transformed version. A perfect spinach ring filled with diced cooked cucumbers and covered with Hollandaise sauce presents a symphony in light green, dark green, and gold.

To make this latter dish, a sufficient amount of tender young spinach to fill a ring mould is cooked in its own juice, then drained thoroughly, chopped fine, and seasoned with salt and pepper. This is packed in a buttered mould and set in hot water to keep warm. In the meantime, a sufficient number of cucumbers to fill the ring have been cut into uniform cubes and boiled in salted water for twenty minutes, after which they are carefully drained and well seasoned with salt, pepper, and butter. The ring is turned out onto a platter, the cucumber cubes are heaped in the centre and completely masked with Hollandaise sauce, so that they are not revealed until the ring is cut open.

A spinach timbale is another item worthy of a place by itself in the menu. To make this, two quarts of spinach are washed, steamed, drained, and chopped. Two eggs are beaten and a cupful of milk, salt, and pepper to taste, two tablespoonfuls of melted butter, a teaspoonful of onion-juice, and two teaspoonfuls of vinegar are added, followed by the chopped cooked spinach, which should measure about a cupful. When the ingredients are mixed thoroughly, they are turned into a buttered timbale mould, placed in a pan of hot water, and cooked in a moderate oven until the mould is firm. This may also be accompanied by Hollandaise sauce.

Since Hollandaise so frequently figures in connection with this course, it may not be amiss to add a few words as to its preparation, for this sauce is frankly a stumbling-block in many kitchens. It is regarded with awe by inexperienced cooks and as a complication in a household of limited service, because of its last-minute preparation. Here is a form of preparation which simplifies everything and which has been used any number of times to create a smooth and epicurean blend. Half a cupful of butter is creamed, and to it are added, one at a time, the yolks of two eggs, then a teaspoonful of flour, and dashes of salt, paprika, and cayenne pepper. These ingredients are smoothed into a well-blended paste, after which a tablespoonful of lemon-juice is added and well mixed in. This paste can be made conveniently in advance of other preparations and left until just (Continued on page 110)





**Artichokes and Calavos**  
**Still-Life Photographs**  
**By Edward Steichen**

- The artichoke is a superb example of the vegetable that is sufficient to make a course complete in itself at smart modern dinner-tables
- Calavos, California's glorification of the alligator-pear, are beloved of epicures, and they are most truly appreciated when they are served in perfect halves with no other accompaniment than a French dressing flavoured with lemon







SKETCHES BY DOUGLAS POLLARD

LOUISEBOULANGER—BENDEL

### The New Two-Thirds Length Wrap

• Silver lamé tossed boldly off one shoulder like the cape of a young page! It is made with slanting panel tiers and worn over a dress of navy-blue moire with wide-spreading skirts and a tight bodice (dress from Bendel). It is old-fashioned—but not, thank Heaven, quaint. An idea of Louiseboulanger





PAQUIN—BENDEL

PAQUIN—BERGDORF GOODMAN

• Venetian-red velours de Lyon, the rich warm red of the Doges' robes, trimmed with blue fox. These bulky cape-topped sleeves make you feel, in your thin, flowing gown, divinely slim. An infinitesimal flare just below the hip-line increases this pleasant sensation. Paquin is the designer; from Bendel

• Pale pink satin, beautifully draped and moulded and outlined with kolinsky—which adds to the incipient flare. The seven-eighths sleeves give you a funny sensation at first, but they grow on you, because they are absolutely new. Note the dash of the lapel. Paquin model from Bergdorf Goodman





HOYNINGEN-HUENÉ, PARIS

CHANEL

### Chanel's New Formal Tea-Gowns

• You wear them to dinner at home, you wear them to dinner in the country, you even wear them to very informal dinners in other people's houses in town. They are, in fact, an important part of our very modern life. Chanel created this lovely robe d'intérieur, "No. 357," out of a length of marvellously heavy gold satin lamé





CHANEL

HOYNINGEN-HUENÉ, PARIS

• A tea-gown is the one type of costume in which you can be picturesque without suggesting fancy dress. This one, Chanel's "359," of bud-green chiffon, follows the stately lines of the *moyen âge*, with its plain décolletage and flowing sleeves. The strass head-band and belt have a mediaeval feeling—yet the whole costume is very modern

### To Wear to Informal Dinners



**White Hats Go To  
Our Heads With  
Black or Black and  
White Costumes**



SUZANNE TALBOT—BEST

The point of this infinitesimal white straw cap is the strange new cut of the hair-line. It is piped in black and, lest you feel a bit too bare, Suzanne Talbot adds a wisp of a black horsehair veil. That white top on the black crêpe dress is typical of this March. Hat and dress from Best; clip from Mauboussin

Yanked down on one side, hugging the head—here is the new movement carried out by Patou in white braid flecked in black. Throw yourself into the spirit of this hat and wear it with hair showing—or it's lost. The black coat is of Julius Forstmann's chongella, with white fur revers. Both from Bergdorf Goodman



PATOU—BERGDORF GOODMAN

STEICHEN





SUZANNE TALBOT—BEST

STEICHEN

Navy-blue is one of our national passions. Every spring we yearn for it. This year, we have our chance. Suzanne Talbot has designed this young hat of navy-blue felt with a vivid feather up the back. The suit of blue-and-beige Rodier fabric is a perfect example of these stripes that we have been shouting about; hat and suit, Best

## Those american navy-blues





### They Meet

• He capitulates, of course. Without a doubt, her blue-and-white striped wool suit was largely responsible for the havoc. He may not see such details as the crossed scarf and the clever way Bruyère has handled the stripes, but no feminine eye should miss any of them; from Best

### They Kiss

• Life is perfect. Love is perfect. The dress is perfect. Pale blue chiffon has brought many a strong man to his knees. And this evening dress, by Lelong, is a tremendous help to any girl. The old-fashioned flounces give the lady a fragile quality that she is well aware of; Lord and Taylor

## ROMANCE À LA MODE

THEY meet. They kiss. They wed. They part. They wed again. "How do you do? I love you. You bore me. How do YOU do?"

In life, we never really stand about like the lovely ladies of fashion drawings. No hand ever has time to pose artfully on the hip. Here, we present the new clothes as they are actually worn in the crucial seconds of a young girl's life.

When you buy a gown you never know what fiery scenes it may live through. It may ruffle with your first flutter. It may flame through your second fight. It may introduce you to your third grand passion or console you for your twentieth disillusion. You may be delirious in it, incompatible in it, stand up in court and plead mental cruelty in it. Every new dress, if it is a creation, sets new vibrations in motion—stirs up new situations. For clothes—all moralists to the contrary—are the almighty and everlasting allies of Fate, the accomplices of Adventure, the prompters of Romance.







ALTMAN

• He watches her cut the cake and thinks how lovely she is, although the details of her white crêpe roma gown escape him entirely—its short train, pearl binding at the Empire waistline, and lace sleeves with shoulder puffs. But the little bridesmaid, very proud of her white crêpe de Chine frock with shirring in the bodice and a bow on the shoulder, stores up all the fine points for future reference; dresses from Altman

### And Then They Marry





DOBBS

### **They Start on Their Honeymoon**

• A shower of rice. Congratulations. Profound remarks about men, women, and marriage on the part of elderly relatives, a few tears on the part of her mother, and unbounded admiration for her costume on the part of everybody. She can't help feeling complacent about it herself, for she wears a smart beige-and-brown striped coat of tweed, belted, with a separate little silk scarf at the collarless neck-line; from Dobbs





VIONNET—BRUCK WEISS

### They Quarrel

• They part. Disillusion. Out of his life she goes, but her exit is terribly effective. The yellow flat crêpe dress does its part. It heightens her pallor; it looks perfect with her brown hat; its clever Vionnet lines exaggerate her slenderness; the draped scarf fastened with a great wooden button makes the oval of her face a little more oval. Gone she will be, indeed, but not forgotten. She bought it at Bruck Weiss

### She Remarries

• Better luck this time. A thirty-mile drive to Greenwich, so she wrapped herself warmly in a grey-green dress and coat by Vionnet. Through everything, she remains faithful to Vionnet. The coat, of French wool rep, has a draped scarf and a belt of bright green suède. The crêpe de Chine dress is cut in Vionnet's memorable manner with a scarf collar and diagonal lines. This ensemble is from Bergdorf Goodman



*Pine Brisson*

VIONNET—BERGDORF GOODMAN





FRANKLIN SIMON





Pink satin, as delicate as the first apple-blossom of spring, is a refreshing departure for the wedding gown of the bride in this scene. The sleeves and the cowl neck-line give a mediaeval look, and the train flares from below the knees; Franklin Simon

The bridesmaid's dress—an evening gown that may see practical service all summer—is of soft green chiffon. Concealing the low décolletage is a jacket tying at the waist. The turban-like hat of straw is enormously smart; Madame et La Jeune Fille

The maid of honour brings another pastel into the wedding scene—Vionnet's shadowy grey-blue. This gown, too, is an evening gown, its décolletage temporarily hidden by the hip-length jacket that has three-quarters length sleeves; Franklin Simon

The mother of the bride wears pinkish beige chiffon—a colour that harmonizes with the other shades, yet possesses dignity. The finger-tip jacket to match has cuffs banded with beige fox, and the dress has a twisted sash of chiffon; Bonwit Teller

MADAME ET LA JEUNE FILLE

FRANKLIN SIMON

BONWIT TELLER

### **A Spring Wedding in Pastel Colourings**

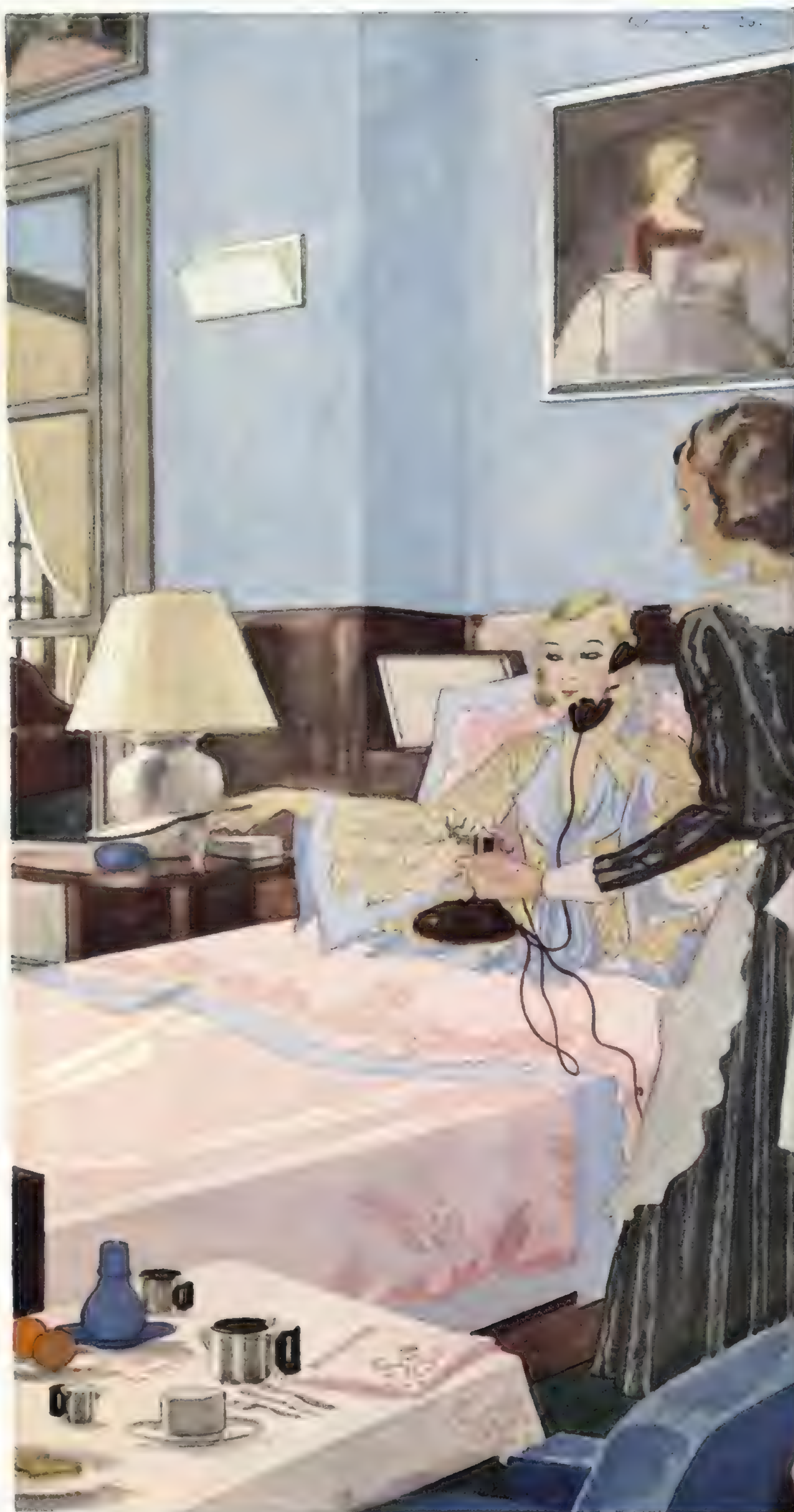




## PINK AND WHITE PERFECTION

• Nothing is so delicious in a bedroom as pink and white. Accordingly, Héléne Yrande makes an enchanting negligé in white and a bed ensemble in pink. The negligé consists of a white velvet slip and a white chiffon coat trimmed with chinchilla bands. Not a frill has been used, but the lines are the personification of grace; negligé from Altman. The bedcover is of pink georgette crêpe, gathered into bands, and a cover to match slips over the pillows. The silver and black enamel dressing-table set is by Puiforcat





### Breakfast at Its Parisian Best

• The perfect breakfast is a matter of more than food. It might include Paquin's chiffon oversheet with a floral motif, inserts of Turkish point, and a blue border, a pillow-slip to match, and a satin bedcover repeating the pattern and colours; Saks-Fifth Avenue. Further charms are Paquin's beige lace bed-jacket lined and bordered with blue chiffon (Saks-Fifth Avenue), the linen breakfast cloth, from Hélène Yrande, with Turkish point and monograms, and Pui-forcat's modern silver breakfast set, with handles of precious wood





SAKS-FIFTH AVENUE • STEIN AND BLAINE

**Bright Colours in the Country**



### Town

• Don't hesitate to endorse checks. Tremendous profits in chic are to be made in them—especially if they're black and white and cut on the bias, as are those on the sleeveless woollen dress and scarf shown here. Notice all the buttons and the patent leather belt on the wool jacket and the white band on the felt hat; from Altman

### Country

• On the opposite page is a basket-weave woollen suit in a green that won't look subdued against rural back-drops. The Gargantuan monogram on the crêpe de Chine blouse is striking; Saks-Fifth Avenue  
• Yellow and brown never bore one in the country, and here is an outfit that cleverly combines the two colours—a wool dress, a velveteen jacket, and a plaid silk scarf. Now and then, a country hat has a brim like this; from Stein and Blaine



ALTMAN

## Black and White for Wear in Town





REDFERN

• As you wear it—on this hangs the chic of Redfern's black velvet wrap, "La Nuit," worn with a pink lace frock; flesh coloured gloves from Alexandrine. Posed by Madame Simone Demaria

• Classic white crêpe romain is handled with great distinction by Maggy Rouff in "Romanesque" (below), with its two tunic-like flounces in back. Jewels from Boucheron



HOYNINGEN-HUENÉ, PARIS

MAGGY ROUFF—SAKS-FIFTH AVENUE

**Drape Your Own Wrap**

**Over the New Gowns**



## SEEN ON THE STAGE

By David Carb

FROM "King Lear" to "Ballyhoo," with English drawing-room comedy, French *tristesse d'amour*, and Russian farce in between—certainly this fortnight does not lack variety. Indeed, it deserves the Grand Prix for range and cosmopolitanism. But, through the malice of Fate or something, it can be honoured for nothing whatsoever, except the work of two particular actors. The best of the contemporary plays presented during the past dozen days to New York audiences scarcely reaches above the level of mediocrity, and the manner in which the other ones are presented falls well below it.

Those optimists who happen also to be patriots will, however, find cause for rejoicing in that very fact. None of the non-musical offerings was written by an American! And besides, the two players, whose performances go far to redeem the period, to give it a *raison d'être*, are both Americans—by birth, in professional method, and point of view. So those who believe that if we are not the theatrical future, there will be none, have both a negative and a positive prop for their fixation.

The two actors who give the fortnight distinction are Ruth Draper and W. C. Fields—artists who would be outstanding even in a theatre where only masterpieces produced and played in a masterly manner could find a place. Particularly Miss Draper.

**RUTH DRAPER:** It can not be said too often that she is incomparable on our stage in our time. Her portrayals grow constantly, become ever more supple, clearer, more beautifully expressive. So last year's superlatives are insufficient this year, and this year's will seem understatements next. She observes life and its manifestations minutely, understandingly, and possesses the power—or the magic?—of interpreting life with finesse and subjective and objective comprehension—the soil from which fine art springs.

She performs upon a stage enclosed in plain, brown velvet curtains, a stage bare save for a chair or a table. But the instant she speaks, it is a living-room, a rough restaurant, a classroom, a church—the setting she desires. Throughout the evening, she wears a simple, graceful, brown dinner-gown, and, merely by putting a knitted shawl about her shoulders, converts herself into an elderly resident of a Maine fishing village; by wrapping her head in a brightly flowered scarf is transformed into



STEICHEN

LOIS MORAN, IN "THIS IS NEW YORK"

a tempestuous Balkan girl; with a text-book and a handkerchief becomes a German governess. With not even such meagre aids, she represents an upper middle-class Philadelphia mother, an instructress in Greek poise, a *débütante*, a waitress in a railroad station on the Western plains.

Each of these widely diverse folk has a way of talking different from all the others; Miss Draper employs the accent, the phraseology, and the grammar peculiar to each.

But those are, after all, physical things that many actors can learn to do. What they can not learn to do, what can not be learned, is to people an empty platform—a talent that belongs to Miss Draper, and to her alone. Her characters—invisible, physically non-existent—live, breathe, and have being. They are more real than a large proportion of the players in regular plays—players one sees and hears, who have three dimensions. It is impossible to explain how that comes about: the way her monologues are composed (she writes them herself), the amazing mobility of her face, the capacity for listening intensely and intensively when no word is spoken—all those things and others indefinable contribute. But none nor all explain. And therein lies the magic of her art.

She holds her audiences every moment. And, what is more unusual with New York playgoers, they respond spontaneously to every shift in mood, even the most delicate. Comedy, tragedy, sentiment, satire, pathos—the playgoers react to each and all the emotions when and how she wills. They follow where she leads sensitively, enthusiastically.

One need not apologize for repeating that Miss Draper is unique in our theatre. She is dramatist, director, and cast. Or, on what is considered a higher verbal plane, creator, instructor, and (Continued on page 102)





• Mrs. Joseph Bryan, third, (left) the former Miss Katharine Barnes, the daughter of Mr. and Mrs. Courtlandt D. Barnes, is wearing her mother's wedding-dress

• Mrs. Quincy S. Cabot, who is shown photographed at the lower left, is the former Miss Genevieve Fox. She is the daughter of Mr. and Mrs. Lyttleton Fox, of New York

• Mrs. William Van Duzer Lawrence (lower right), the former Miss Elinor Wurzburg, daughter of Mr. and Mrs. Francis Lewis Wurzburg, of Bronxville



VON HORN

## RECENT BRIDES





IRA L. HILL

• Mrs. Barclay Ward Kountze Douglas, who was formerly Miss Jane E. Foster, is the daughter of Mrs. Seton Porter and Mr. Herbert I. Foster, of New York City

• Mrs. Nicholas Ludington was Miss Mary Lloyd Macy before her marriage. She is the daughter of the late Lloyd R. Macy and Mrs. Macy, of Pasadena, California





MARTINUS ANDERSEN

## Wedding Gifts Preferred

1. Green leather box; twelve packs of cards, score cards, and pencils; 2, crocodile writing-case; Mark Cross. 3. Crystal and silver frame; Brand Chatillon. 4. To keep toast hot—oval antique silver hot-water dish; Crichton. 5. For caviar—silver and rock-crystal ice-bowl; 6, silver tray for cigars and cigarettes; Brand Chatillon. 7. and 9. Antique silver tea-caddies; Crichton. 8. Silver and onyx clock; Brand Chatillon. 10. Chromium plate clock; from Mark Cross



## MERGER GOSSIP



BRIDE'S GIFT BOOK; FROM BRENTANO

### The Business Of Getting Married

LARGE weddings that are run off in top form must be handled behind the scenes with the efficiency of big business. After the wedding invitations are floated, the chief assets of the gay company are a good secretary, servants who show no signs of slump, a groom who does not weaken under the strain, bridesmaids who don't try to be too helpful, and ushers who know when enough's enough.

The chief executive is that much-tried woman—the mother of the Bride. Small wonder that in these days you rarely see this paragon overcome with emotion. She is putting over a big merger with the aim of the maximum enjoyment *per capita* and as little depreciation on the health of her darling as possible. She has no time to weep.

The procedure at a wedding that runs on oiled wheels is like this.

First the linen, the silver, and all the clothes—down to the final white sachet with orange-blossoms on it in the going-away suitcase—are laid away in readiness well in advance of the wedding, so that there are no last-minute fittings at the forty-eleventh hour. At this point, if there is no family secretary or no angelic member of the family willing to take on a sixteen-hour day job, there are organizations almost everywhere, like the Wedding Embassy and Hostesses Inc., in New York, which steam in quietly and take charge. Usually, the secretary is established at a desk in a room set aside for the purpose. Every present is automatically brought to her to be opened and recorded.

The invitations go out about three weeks before the wedding—and blessed is the home that already has its sisters, aunts, and cousins catalogued in an efficient wooden box. As the gifts and the answers to the invitations come in, the regret cards are put in one little wooden box and the acceptances in another, and each gift is recorded on the giver's card. Another way of keeping tab, easier perhaps if one of the family is doing it, is the

bride's book, that monumental volume, so efficient and machine-age that it has become Americana.

With it go sheets of numbered stickers (a sticker for each gift), each number tallying with a corresponding number and the name of the giver in the book. Among the atrocity stories that mothers whisper to one another is that of the unpopular lamp that arrived recently for one bride, with the remains of four stickers from four other brides still left sticking on.

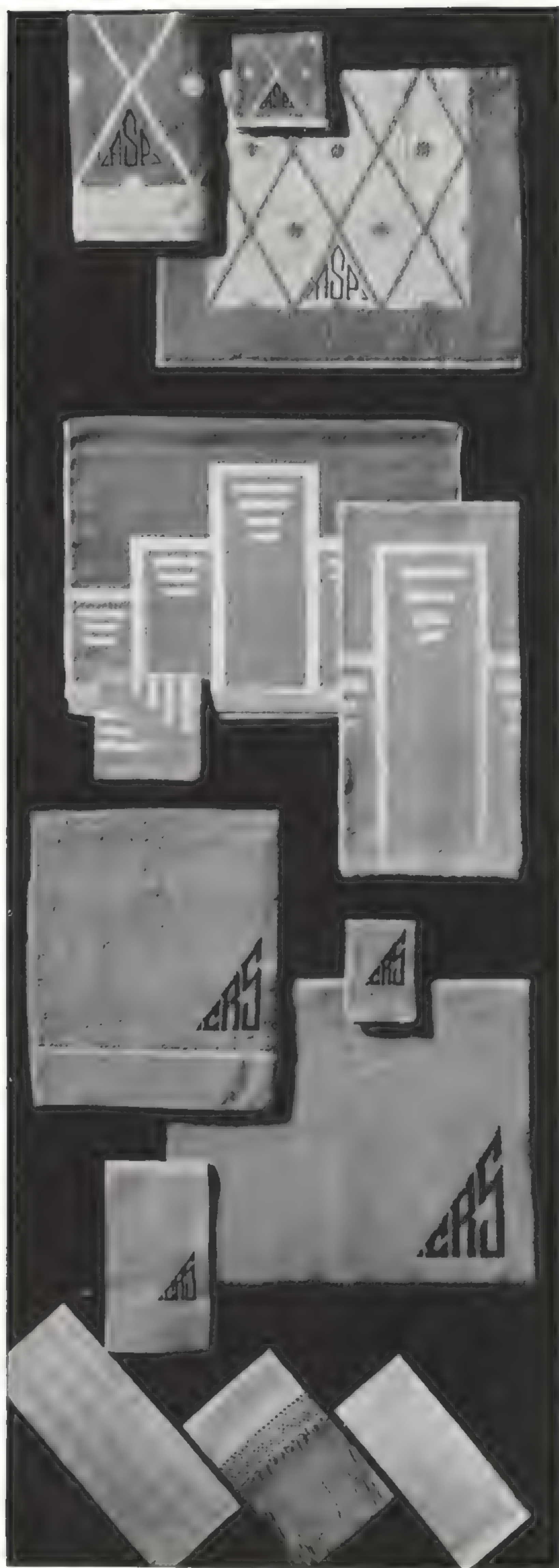
Crude though it may seem to many, it is the practice of many big gift houses to call up the girl and ask her to come in and select what she wants so that they can advise doubtful friends, and many shops also keep lists of presents sent to a bride so that there shall be no duplicates. Both excellent ideas.

Now, details of decoration, the number of storeys and cherubs on the cake, the shape of the ices are decided on; the music engaged; the bootleggers (who descend like vultures at the time of a wedding) are shooed away; and in comparative calm the out-of-town friends and the bulk of the booty begin to arrive.

By far the most chic way of doing things is for the girl to acknowledge the presents immediately herself, and usually she tries to do so, but, by the last week, the tide is too great to keep abreast. The dikes begin to break—and then the secretary begins sending out little engraved cards to the effect that "Miss So-and-So has received your gift and will acknowledge it personally later." A secretary with a good handwriting sometimes takes the thank-you notes from dictation and sends them out longhand to those friends who do not easily recognize handwriting. The worst of all practices is that of letting the bridesmaids flutter in and, between post-mortems of the relative charms of the ushers, scrawl off forged notes. The best of friends write the worst of letters.

After a bridesmaid has written some twenty of these billet-doux, there is no telling what she may say. Due to the most charming of maids of (Continued on page 110)





MARTINUS ANDERSEN

- The bath set at the top has big yellow monograms and a yellow cross-bar pattern on a white ground; Altman
- Next to the top is another bath set with a texture pattern in green interwoven with white; Lord and Taylor
- Very striking is the bath set next to the bottom—in tan with triangular monograms in red and black; from Mossé
- (Bottom) Striped pink huckaback towel; McCutcheon. Fringed pink towel; Mossé. Yellow towel; McCutcheon

# TROUSSEAU

## Founding the Linen-Closet

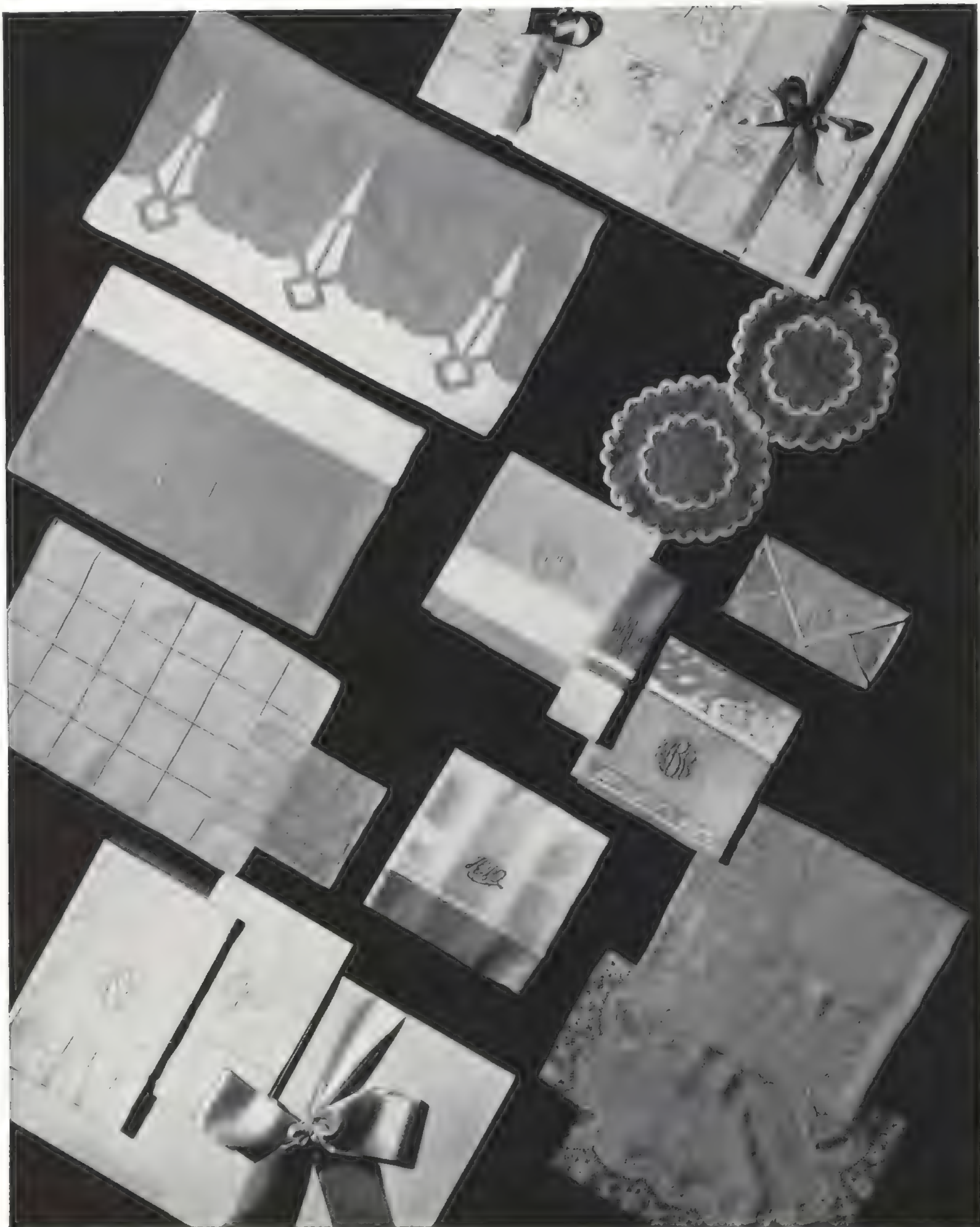
SO LONG as good linen lasts, the lovely adjective “aristocratic” will linger in the dictionary. We say that this is chic and that is smart and these are cute and those divine, but a plain linen sheet with a big monogram has “race,” and snowy rows of towels hang on the bathroom rack like ancestors. In the midst of the merry musical comedy of to-day, there is nothing quite like the solid, blue-blooded satisfaction that comes when you turn the other cheek on a cool Irish linen pillow-slip that boasts of nothing but sheer quality.

The number of dozens of everything depend entirely on the number of beds and the scale of entertaining, but, if you buy only for your first small apartment, it is ten to one, Wall Street permitting, that you will find yourself in two years in larger quarters, meagerly equipped. It is psychologically impossible after marriage—we don’t know why, but it is so—ever to buy linen as freely again. A table-cloth here, perhaps, or a dozen new towels there, but never again this first fine careless rapture, this unbridled huckaback orgy, this revelling in tremendous monograms, vast white boxes, and lavender-scented piles tied up in white ribbons.

Almost every trousseau is founded upon plain linen sheets with hand-hemstitched hems and big monograms. Practically every girl or her mama, to-day, also orders some fancier sheets, scalloped, embroidered, or trimmed with lace for special occasions, in case of a convalescence with visitors or just supposing the Prince of Wales should happen to stop in for the night. Almost every one buys in addition, for every day, some of percale—a very fine quality of cotton, and not so expensive as linen. There is a new percale with very wide coloured hems, on which the monogram appears in white. And it is a good idea to order several colours when your beds are of different sizes for identification when the sheets come up from the laundry.

Most young brides love coloured linen sheets, especially those in pale pink—which is now a smarter shade, by the way, than pale peach. These coloured sheets do not, expert laundresses agree, lose their colour in the wash, so that objection to them is groundless, but a bride (Continued on page 106)





MARTINUS ANDERSEN

• (Top) Embroidered sheets and cases with sprigs of flowers and monograms; Mossé. (Next to top) Pink linen sheet with white appliqué; Marcelle Julien. (Third from top, left) Percale sheet with green border; monogram to order; from Altman. (Left, next to bottom) Cream linen doily from a lunch set and pink sheer linen cocktail napkin, with hemstitching; McCutcheon. (Lower left) Linen pillow-slip and pillow-slip with line of embroidery; sheets to match; Mossé

• Doilies of *écru* organdie; envelope-shaped tea-napkin of *écru* batiste with Beauvais embroidery; tea-cloth to match; Marcelle Julien. The group of napkins includes: pink satin damask napkin with shaded monogram; white linen damask napkin; white silk damask napkin with pink border and shaded monogram; Mossé. The single napkin is of white linen damask, plume design and green border; Mossé. (Lower right) Runner set of *écru* batiste, point de Paris lace; Marcelle Julien



## LINGERIE

**Sheers Away****From Scantiness**

• With beige Alençon to give the grand effect, Lippé Sœurs's chemise and panties, "Le Secret," in flesh coloured georgette, make a practically perfect groundwork; from Jay-Thorpe

• Almost any of us can be improved by Empire lines. Mirande's gown, "12," is of white crêpe turco, with pin tucks and a pink satin bow; Saks-Fifth Avenue

• Soul-satisfying rose chiffon gown and liseuse, with ochre Alençon—"Thermidor," by Olga Hitrovo; Saks-Fifth Avenue

• No one can see through it—this rose triple voile slip, "L'Ingénue," by Olga Hitrovo; from Saks-Fifth Avenue

• Abbreviated pale pink chiffon and grège Racine lace panties, "Petit Godet," from Olga Hitrovo; Saks-Fifth Avenue



• Not an iota will be added to your girth with these pink georgette panties of Julie Morand's, called "Caprice." Point de Paris is used to fit them, and if you're curious to know the details of cut, study the illustration in the circle; Saks-Fifth Avenue

• Every self-respecting nightgown today tries to look as much like an evening dress as possible. The illusion comes off rather well with this Empire gown of pink chiffon, by Annek, appropriately known as "Joséphine." And you can purchase it at Bonwit Teller

• If you have a wholesome affection for the Victorian, even in underthings, this Olga Hitrovo combination should win your approval. It is of white crêpe turco with white satin and grège Racine lace. The designer calls it "Boule de Neige"; from Saks-Fifth Avenue

• When you do find a moment to lie in bed make the most of it with this devastating pink chiffon liseuse, "Petit Déjeuner." It's really a little fichu-cape that crosses and ties at the waist-line. Malines lace is inserted in the curved bands. Bonwit Teller has it





## Frocks to Span the Seasons

• Right now, this brown-and-white silk suit (left) will give a little life to your mink or nutria coat. Later on, without a fur coat, it will be perfect for running about town. The short-sleeved dress is belted, the jacket has a nice shoulder and neck-line; Dobbs

• Another good bridger of the seasons—black crêpe de Chine with fresh-looking touches of white satin at the collars and cuffs and showing again in the twists of the belt (below, left). If the midwinter morale is a bit low, this dress acts like magic; from Jay-Thorpe



DOBBS



JAY-THORPE



BERGDORF GOODMAN



KNOX

• Blue-and-white check — about which there are any number of flattering things to be said this season—is seen above expressing itself in silk and wool. What with its white cowl neck-line and its skirt moulded at the hips to do well by this leggy generation, it ought to walk off with high honours in the next frock-of-the-month contest; Knox

• Yellow above and black below is the right method for making a perfect score in that spring game known as colour combination. You can see it at the left, a frock with a cowl neck-line, a big bow drooping over one shoulder in the front and back, and sleeves that widen at the wrist; from Bergdorf Goodman





FOUR FROCKS FROM BEST

- Here is one of those agreeable little dresses that looks well right now under the old winter broadtail and yet definitely says spring. It is of black crêpe de Chine, and the whole top is in light pink, of which there is no more flattering colour. The skirt makes you feel divinely hipless; Best
- A big white collar and cuffs of shirred crêpe de Chine have a good deal to do with the success of this dark green frock (centre). The peplum and skirt are very clever; Best
- The third one is of dark green printed silk—one of these infinitesimal white patterns that appears reversed on the pleated collars and cuffs. The skirt is zoned in two pleated tiers. The short sleeves are exceptionally nice; Best
- Black and white again—this time black crêpe with white crêpe de Chine, picked out with white pearl buttons at strategic points. The twisted collar is exciting. We endorse this dress because it is one of those rare treasures that has both chic and dignity. This model, too, comes from Best



### A Dash of Spring Colour at the Top





BONWIT TELLER • JOSEPH

DE PINNA

BEST

FOTOGRAMS

NANA, LTD.

• That first important spring suit, the ensemble one wears when out walking with nurse, the coat and hat for playing in the park—all these well-chosen clothes, illustrated here, may be purchased in New York shops

- The very little girl wears a green woollen coat, a tan felt brimmed hat, and tan leggings; from Bonwit Teller. Her nurse's coat is of navy-blue serge with a cape, her small hat of blue felt; from Joseph
- The older girl at the left has a yellow-beige tweed coat with a separate scarf to match; Best
- The girl feeding the pigeons wears a dark blue velours cloth coat, slightly flared, and a hat to match; from Nana, Ltd.
- A mixed tweed knickerbocker suit is practical for the boy of twelve years; from De Pinna



## Shop-Snaps

- The little girl at the right, above, plays in the park in a coat of pinky beige tweed; Nana, Ltd.
- One walks on Park Avenue in a green velours coat and hat; from Nana, Ltd. The young escort wears a double-breasted grey-and-black herring-bone tweed coat and a felt hat; De Pinna
- Yellow tweed with black and white flecks is used for the coat in the centre, below; from Best
- One's first spring suit might be of light blue tweed, with a seven-eighths coat and a white broadcloth blouse (lower right); De Pinna



NANA, LTD.



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BEST



DE PINNA





### Lingerie for the Limited Income

1. This nightgown of soft flesh satin is worn with a little jacket that is made of fine shadow lace. The nightgown costs about \$15, the jacket under \$10; from Best
2. This season, nightgowns are as carefully moulded to the figure as the most intricate frock. This one is of tea-rose crêpe de Chine, with strips of lace cleverly inserted in the bodice. It costs less than \$10; from Best
3. This wrap-around petticoat of white crêpe de Chine, trimmed with hemstitching, would be a perfect foundation for a spring frock. The price is less than \$8; Jay-Thorpe
4. A very youthful pair of pyjamas with the popular wide trousers and an unusual neck-line are of pink crêpe de Chine and cost less than \$8; from Wanamaker
5. A fitted combination of pink satin trimmed with lace is designed to fit not only your waist-line, but your taste, and it costs less than \$13; from Franklin Simon
6. Cape sleeves are an interesting feature of this nightgown of pink crêpe de Chine, which ties at one side. It is priced at less than \$13; from Wanamaker
7. An evening slip that will help your gown to preserve its slim line is of white crêpe de Chine and has a well-cut décolletage in back. It costs less than \$8; from Altman



# TIPS ON THE SHOP MARKET

• **By Shop-Hound**

ONE of the things that makes it fun to be often a bridesmaid is the presents you get from the bride for performing that duty. I have a few suggestions for things that would be avidly received. One bride, whose bridesmaids' dresses were cut so as to show a hint of lingerie, presented each with a combination, so that they should all be alike. She got them from Jeune Fille, whose underthings are lovely in a nice, reserved way. Another bride gave her bridesmaids good, big, men's cigarette-cases (the only kind to give) of woven gold, from Brand Chatillon. Ushers get presents from the groom, and a rather pat suggestion is a little gold case holding a pair of dice or a pair of gold cuff-links set with sapphires, both from Brand Chatillon.

• Speaking of marriage, as Vogue is doing at length in this issue, it now becomes my unpainful duty to suggest a top-notch wedding present. The quilted throws at the Nancy Lincoln Guild are the most exquisite things I ever saw, and there's no doubt that a bride, even one with no suspicion of cold feet, would love one. One of them is of quilted brown velvet with the reverse side of peach satin. Another is of thin peach satin quilted in a vague way that gives a delicious, soft, puckery effect. Then, there are some wrappers that ought to be considered in a trousseau that aims at luxury. One of these is of pink moire lined with white plush—a new one to me and desperately smart. This shop has quite the most charming designs for its quilting, as I seem to feel I have said many times before.

• To go on with the boudoir genre, across the street at Eleanor Beard's they further confuse you with a galaxy of in-

toxicating things all more or less directly designed to make you purr like a luxurious kitten. Hundreds and thousands and millions of quilted pillows that are like appetizing little frosted cakes and evanescent blanket covers in lovely, indescribable shades are high lights. There are some bed jackets that are charming and escape the regular, deadly bed-jackety feeling. Nice for brides, both to buy for themselves or to have given to them.

• Now, there are laces and laces, and lots of them are bad. But at the shop of Mademoiselle Marie, there is a very large collection of lingerie with really good lace that rouses all the covetousness in your nature. It is the very feminine kind of lingerie that uses a great deal of lace and when worn makes you feel what a pity it is that such becoming things have to be covered by a dress. There are piles and piles of this appetizing lingerie, and all of it is desirable. This shop also carries out the feminine theory in its negligés and such other stuff that woman's life is made of. They have a miscellany of luxurious things that range from very swell mules to chic pyjamas.

• Of course, children, you have all heard of the famous Fortnum and Mason's in London, where tweeds shoulder cheeses in the show-window, and British boots vie with British jams—a wonderful, fantastic, funny shop that every one loves and goes back to. Well, a New York Fortnum and Mason's is opening approximately at the time you are reading this. It repeats all the famous charm of the English shop and will be a godsend to New Yorkers who just can't find the perfect English clothes they want in New York. Unparalleled English gro-



• Shop-Hound practically spends her life snooping about the shops. If you need advice about shopping, address Vogue's Shop-Hound, 420 Lexington Avenue, New York City (and enclose a stamp)

ceries (ah, those biscuits, those fruits preserved as Fortnum and Mason know how!), English hats and shoes and superlative custom-made country tweeds, men's shoes and general haberdashery. Everything, in short, that you have heretofore had to book passage to Southampton for, is here to be found. The shop will be on up-town Madison Avenue, at Sixty-Second Street—nice and convenient for those Long Islanders who don't like coming into New York any further than they can help—and they are the ones that will particularly rise up and call Fortnum and Mason's blessed. You shall hear more of this, mutters the sinister Shop-Hound.

• Miss Mignon, on Fifth Avenue, is a French designer worth watching. With a definite type of a tall, essentially American woman in mind, she designs clothes that are expressions of and complements to that most important woman. All women (Continued on page 100)





S3483-5545

## WEDDING COSTUMES

**That Will Be Chic at Other Events**

• **EVENING FROCK NO. S3483 JACKET 5545**  
Bridesmaids tall and short, plump and slim, will all find this frock becoming and—an equally important factor, these days—useful long after the last echoes of the wedding march have died away. The frock of chiffon and tulle, which is also shown on page 88 without the jacket, has a surplice upper section lengthened by a wrapped flounce. The chiffon jacket has the new elbow-length sleeves. Designed for sizes 32 to 40





5564—S3482

S3481

• **BRIDAL GOWN No. S3481**—The modern bride finds the inspiration for her gown in another era, borrowing the leg-o'-mutton sleeve so popular in the 1830's. The circular side panels, the front, and the back panel that continues into a petal-shaped train are of crêpe satin from William Skinner. The upper bodice section is of lace, with a suggestion of a bolero, which has set-in sleeves. Designed for sizes 32 to 42

• **EVENING FROCK No. S3482 JACKET No. 5564**—The maid of honour wears a one-piece frock of Crêpe Andante from Cheney, which is also shown on page 88 without the jacket. The skirt has applied panels falling free, and the collarless jacket, tied at the waist-line, has three-quarters length sleeves. Designed for frock sizes 32 to 42; jacket, 14 to 44



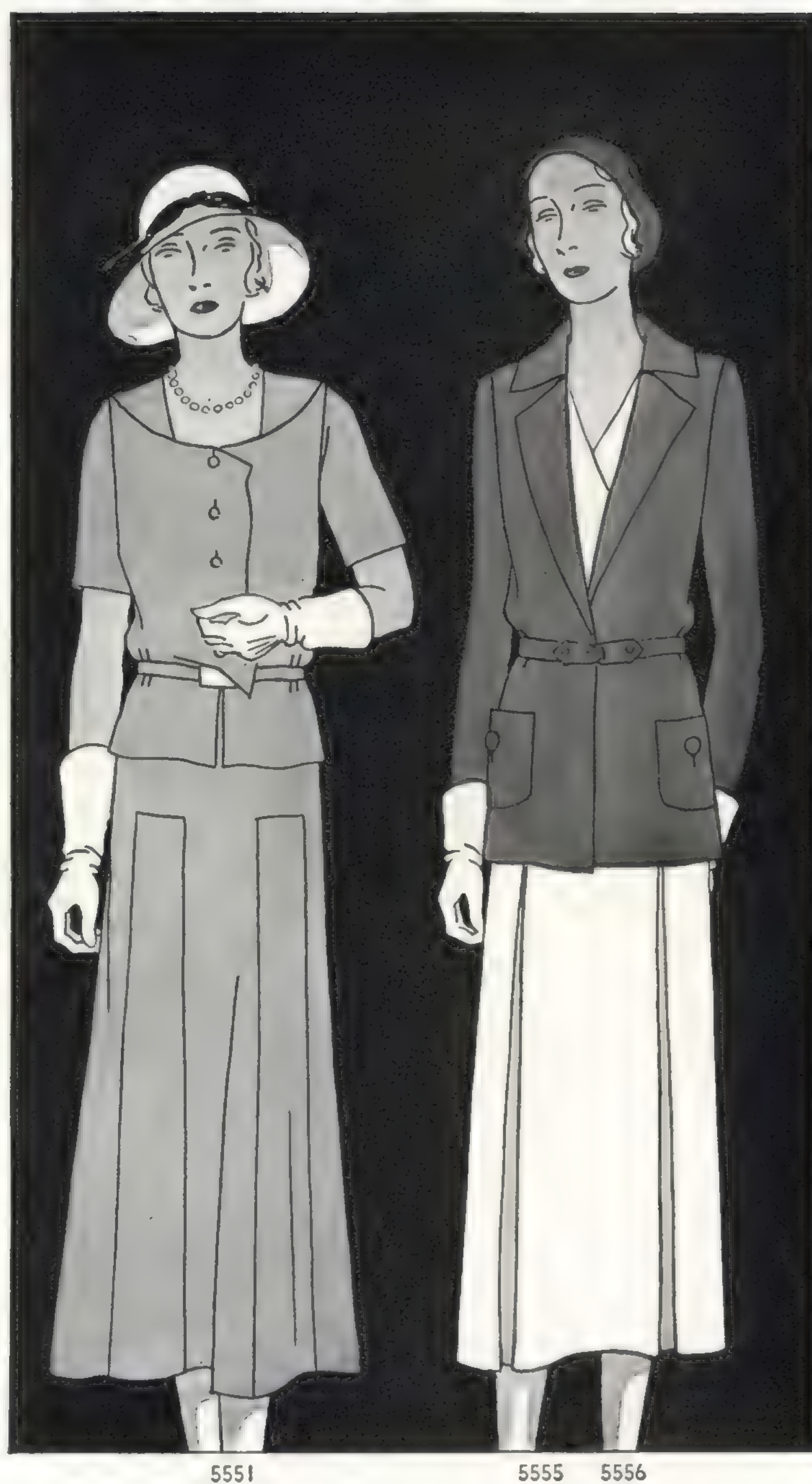
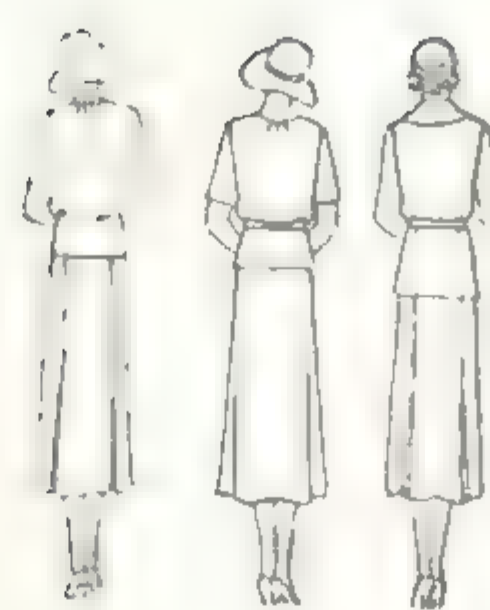
DESIGNS FOR  
PRACTICAL  
DRESSMAKING



## DESIGNS FOR PRACTICAL DRESSMAKING

• **BLOUSE 5557**—This blouse may be of Stehli crêpe de Chine (left) or of McCutcheon's batiste (right). Designed for sizes 14 to 42  
**FROCK No. 5551**—The brief peplum silhouette is an effective note in this two-piece frock of wool crêpe from Botany, with long or short sleeves. Designed for sizes 14 to 20

• **JACKET No. 5555 SKIRT 5556**—This jacket of flannel from Botany has the new wider collar and is worn with a pleated silk crêpe skirt. Designed for sizes 14 to 42; skirt, 26 to 36



**Costumes for the**

**First Warm Spring Days In and Out of Town**





5554

5553



5552

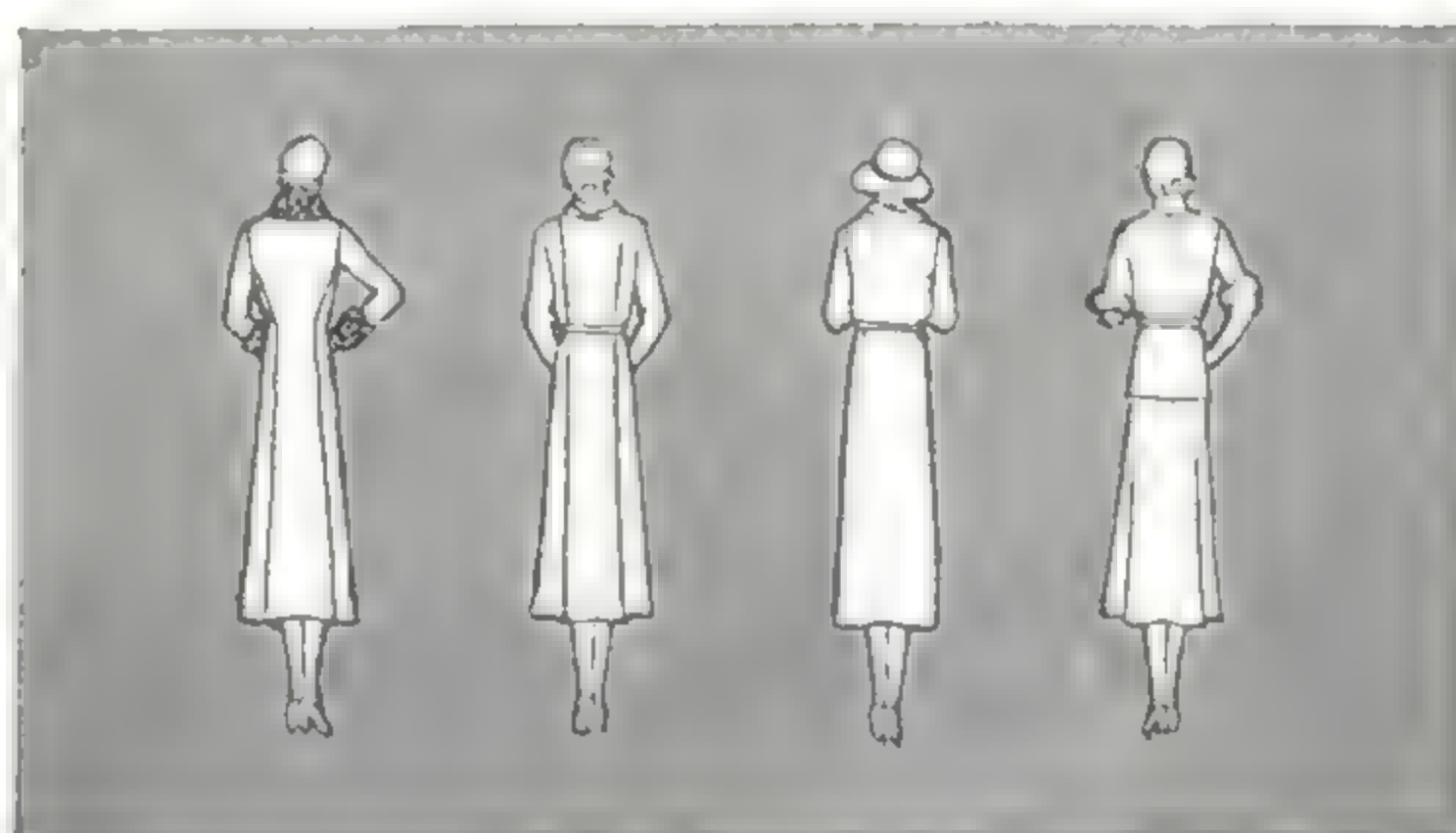
S3485

• COAT No. 5554—Unusual seaming gives interesting lines to this princesse coat of chonga cloth, from Julius Forstmann. Designed for sizes 32 to 44

• COAT No. 5553—A draped neck-line is one of the newest virtues a coat may possess. This coat, of Forstmann's Angeleen, a rep worsted, drapes and buttons, or it may be left open—falling in jabot-like lapels. Designed for sizes 32 to 42

• COAT-FROCK No. 5552—Since the wearing of plaid is so essential, this spring, this dress of Forstmann's Myra, a sheer woollen, has a plaid silk collar. Designed for sizes 32 to 44

• SUIT No. S3485—It looks like a two-piece frock—this suit of crêpey woollen, from Botany Mills. The set-in sleeves may be long, if preferred. Designed for sizes 32 to 40





DESIGNS FOR  
PRACTICAL DRESSMAKING



• **BLOUSE No. 5558 SKIRT No. 5559**—Light blouse of satin from Skinner; dark skirt. Designed for sizes 14 to 40; skirt, 26 to 36

• **FROCK No. 5543**—Triple georgette from Mallinson is used for this frock with a lace yoke. Designed for sizes 14 to 20

• **BOLERO FROCK No. S3484**—The collar continues into a girdle on this model of Corticelli crêpe. Designed for sizes 14 to 20

• **DINNER-FROCK No. 5550**—Unusual sleeves distinguish this frock of lace from American Fabrics. Designed for sizes 32 to 40

### Neck-Lines

### Add a

### Softening Touch



5550





... the subtle  
French touch in  
CELERY SOUP!

Celery in all its delicate, pervasive flavor and all its wholesome, tonic goodness! What a soup it makes, if it is entrusted to the chef who really knows! The French chefs who have made Campbell's famous create a Celery Soup with a finish and a perfection of flavor all its own. So appealing, so nutritious that you decide to have Celery Soup often, and to have it prepared by French chefs—Campbell's. Extra rich when *creamed* according to easy directions on the label. 12 cents a can.

Your choice

Asparagus	Clam Chowder	Pea
Bean	Consommé	Pepper Pot
Beef	Julienne	Printanier
Bouillon	Mock Turtle	Tomato
Celery	Mulligatawny	Vegetable
Chicken	Mutton	Vegetable-Beef
Chicken-Gumbo	Ox Tail	Vermicelli-Tomato

Look for the Red-and-White Label



MEAL-PLANNING IS EASIER WITH DAILY CHOICES FROM CAMPBELL'S 21 SOUPS





DESIGNS FOR  
PRACTICAL  
DRESSMAKING

S3482

S3483

5549

• **EVENING FROCK No. S3482**—This lovely frock with moulded lines is of triple chiffon from Foremost Fabrics. The skirt fulness is achieved by applied panels. The scarf is adjustable. Designed for sizes 32 to 42

• **EVENING FROCK No. S3483** — Chiffon from Cheney and tulle are combined in this smart evening gown, which has the surplice upper section lengthened by a deeply wrapped flounce. Designed for sizes 32 to 40

• **EVENING FROCK No. 5549** — The perennial smartness of the printed frock is shown in this gown of jacquard chiffon from Duplan, with long, narrow, inserted panels and circular fulness. Designed for sizes 32 to 40

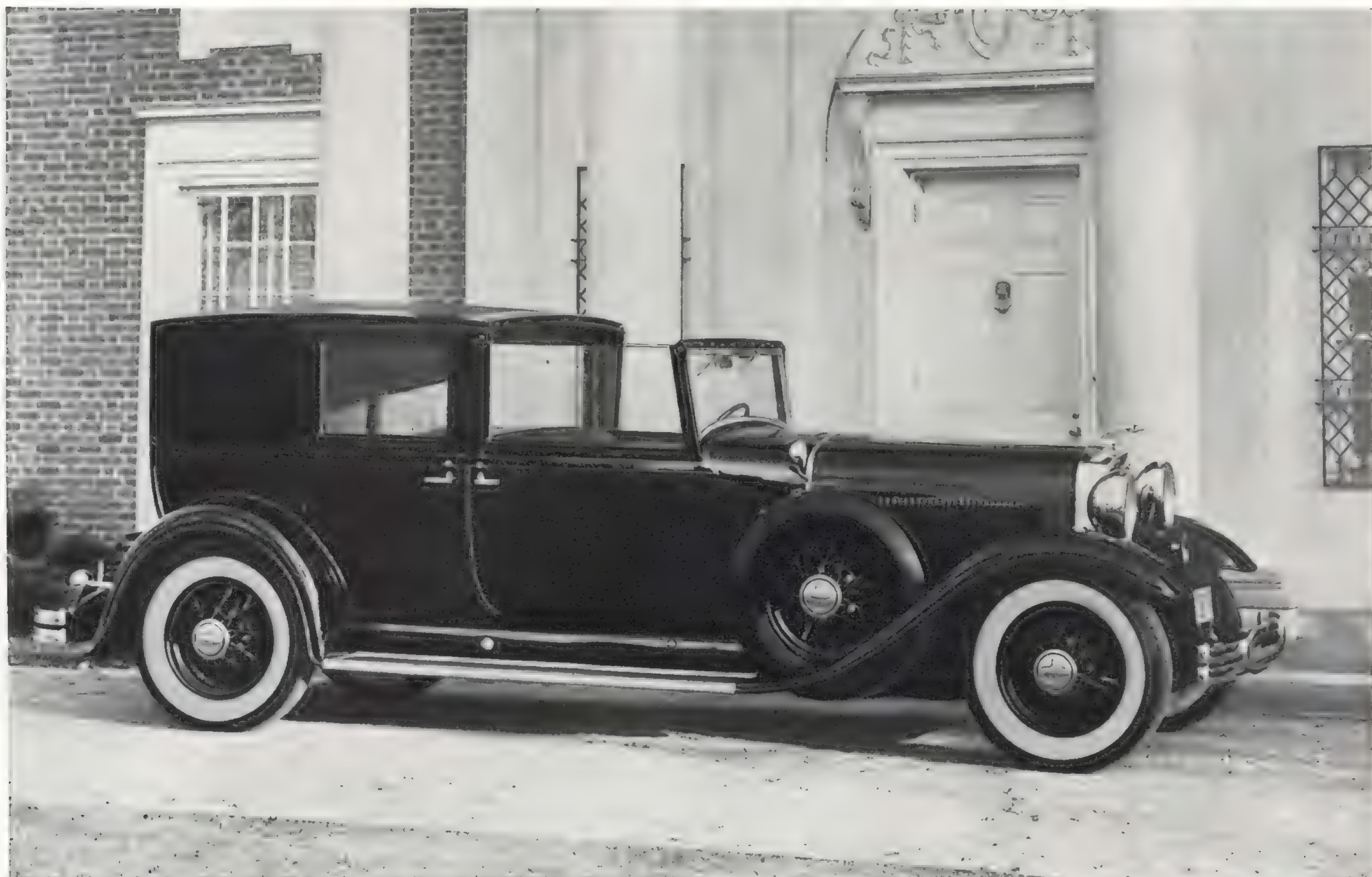
### **The Chiffon Frock with Circular Skirt Fulness**

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns are given on page 126



# THE NEW LINCOLN

PRESENTS IN A BEAUTIFULLY  
POISED AUTOMOBILE THE NEW  
EXCELLENCE OF MODERN MOTORING



THE NEW LINCOLN WILLOUGHBY PANEL BROUGHAM

WITH power in abundance completely controlled, a free beauty of line, an air-borne ease of driving, the poised excellence of the new Lincoln stands as a distinct mark in motor car achievement. For the new Lincoln was created to be a complete expression of all those qualities which sound research and engineering can provide for the advanced motor car.

This new Lincoln is impressively luxurious. It is driven with a flowing sense of wind-blown power. The new free-wheeling transmission brings a fresh exhilaration to driving. Gears are operated easily, quietly, exactly. Between second and high speeds, back and forth,

gears may be shifted without disengaging the clutch. By removing pressure from the accelerator pedal, the engine is automatically released and the car glides smoothly and silently on momentum.

More generous power is commanded by the driver of this car than any Lincoln has ever provided. The new engine develops 120 horsepower, and at the same time, it is more alert, more responsive, more silent. The new Lincoln is longer and lower. It is a newly designed car throughout, adhering strictly to the policy of well-balanced excellence traditional with Lincoln.

The notable luxury and safety, which have always distinguished the

Lincoln, are heightened by the advanced engineering and design embodied in this car. And, immediately evident, the whole character of the car itself is expressed in the sweeping, clean flow of its beautiful lines. Prices of the new Lincoln range from \$4400 upward, F. O. B. Detroit.

The new Lincoln is built as all the long-lived Lincolns that have gone before . . . in a plant famous for its precision craftsmanship. Behind it are the entire resources of the Ford organization. With such a background, its makers are able to give full expression to their fresh ideal of making a motor car as perfect as it is possible to produce.



Double the enjoyment  
of the evening . . . .



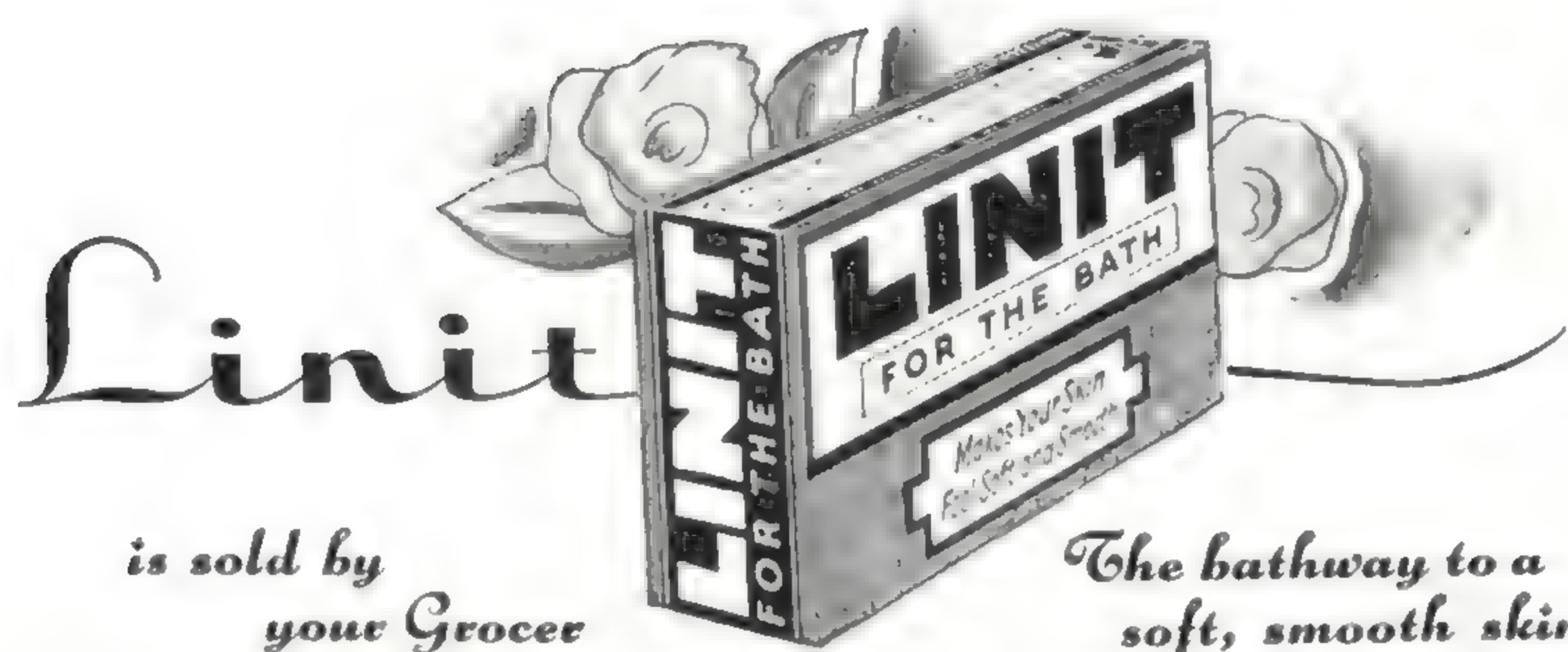
try this marvelous  
**Beauty Bath**

*If* you're compelled to come dashing home from the office or a shopping tour, and the event of the evening requires a quick "tub"—swish half a package or more of Linit in your bath, bathe as usual, using your favorite soap, and when dry, feel the exquisite smoothness of your skin.

One outstanding feature of the Linit Beauty Bath is that the results are immediate—no waiting.

Nor will you waste precious minutes "dusting" with powder, because after the Linit Beauty Bath there is a light, exceedingly fine "coating" of Linit left on the skin which eliminates "shine" from arms and neck and which harmlessly absorbs perspiration.

Pure starch from corn is the basic ingredient of Linit and being a vegetable product, it contains no mineral properties to irritate the skin. In fact, doctors who specialize in the treatment of the skin, regard the purity of starch from corn so highly that they generally recommend it for the tender skin of young babies.



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your Grocer

The bathway to a  
soft, smooth skin



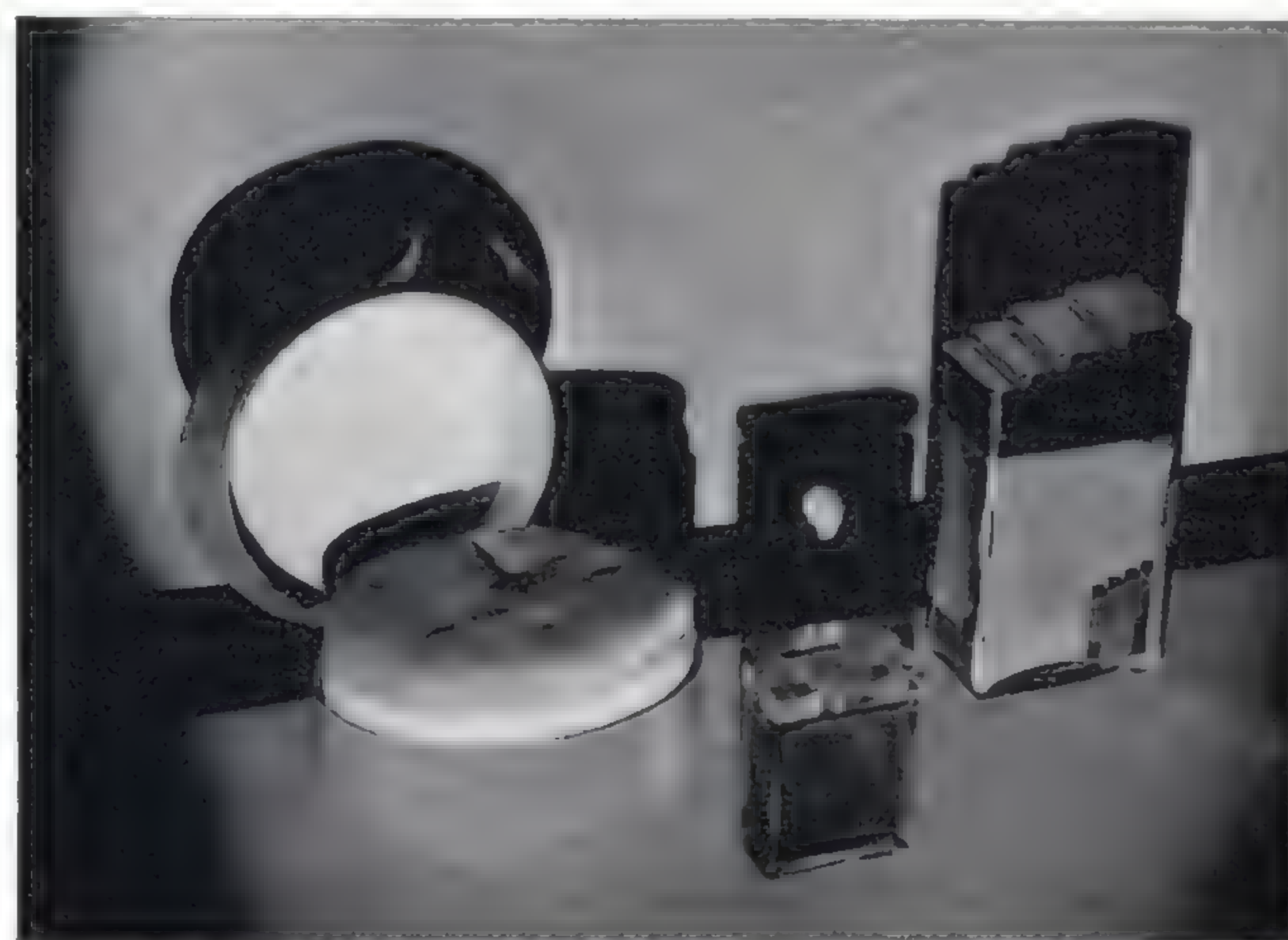
The new Pall Mall soaps are finely milled soaps in colours that complement smart bathrooms. Three varieties are shown here, and there are sizes for every purpose, from little guest cakes to cakes for the bath. They are available in shops throughout the country

## ON HER DRESSING-TABLE

EVERY fastidious woman loves fine soap. Like fine perfume, it is a joy to have, to use, or to give away. Among the most recent entries in this field are the Pall Mall soaps that are made in America by the hard-milled process that gives French soaps their characteristic fineness and enduring quality. These soaps have remarkable cleansing ability, even in the hardest waters, combined with the delicacy and the soft, velvety lather of fine toilet soaps. Their fragrances are pleasant and not too obvious, and the colours are especially well chosen to complement modern bathrooms. There are four different shades and perfumes,

jasmin in pink, "mystique" in green, narcissus in cream, and lavender fragrance in lavender, and they can be secured in boxes containing an assortment of colours or all in one colour. Another excellent item is a castile soap with a clear, eau de Cologne fragrance. Pall Mall soaps can be purchased in the better drug and department shops throughout the country.

Lenthéric, the famous creator of perfumes, is carrying on an amount of activity that, in itself, is an encouraging indication, in an era when depression is bruited about. The most recent of these innovations is also one of the most (Continued on page 92)



DEMAREST

At the left is pictured Frances Denney's new bath powder in its suède-finished box with a huge puff and, at the right, her bath salts in the characteristic "step" container. Pinaud's new perfume, "Prélude," (foreground) has the woodsy smell of violet stems and is packaged very smartly. These can be purchased in the larger department shops throughout the country



"Every girl wants a nice skin!"

... MRS. ALEXANDER HAMILTON

...the  
Lovely bride  
of the late  
J. Pierpont Morgan's  
grandson

With lovely fair skin, wide hazel eyes and blonde hair full of golden lights, young Mrs. Alexander Hamilton, bride of the late J. Pierpont Morgan's grandson, a great-great-grandson of Alexander Hamilton, is a tremendous favorite in society. As Katherine Comly, of Tuxedo and New York, Mrs. Hamilton was one of the most popular of all New York's débütantes. Her complete naturalness, her simplicity of manner, are as irresistible as they are unusual.



IN her flower-filled, paneled sitting-room high above distinguished old Sutton Place, young and lovely Mrs. Hamilton talked of the care a girl should give her skin.

"Most of the girls I know lead outdoor lives all day," she told us. "In summer they are swimming and playing tennis . . . in winter it's skating or some other sport . . . and in the evening it's dining or dancing or going to the opera. This strenuous existence makes it important to give one's skin care to keep it looking as nice in sunshine as by candlelight.

"I have used Pond's for years," Mrs. Hamilton said. "In fact, it is the only cold cream I have ever used. I have found that there is nothing like Pond's Method for day-in, day-out care of the skin.

"The Cleansing Tissues to remove the cream are splendid," she added, with her clear eyes charmingly intent. "They are so much more absorbent than ordinary tissues. And the new

peach-colored ones are lovely!

"Everyone's skin needs something to tone it up and keep the pores fine. Pond's Skin Freshener is wonderful. Most New York girls nowadays use very little make-up, only lipstick and powder, and the Skin Freshener helps to bring out a natural color.

"It is a mistake to put powder right on the skin," Mrs. Hamilton pointed out earnestly. "It is bound to clog the pores, and tends to coarsen and harden the texture. Pond's Vanishing Cream is an excellent powder base and makes the powder last *much* longer.

"I am always absolutely faithful to the Pond's Method — the four steps are so quick that, no matter how crowded your engagement book is, you always have time for them. And every girl wants a nice skin!"

Make Pond's Method your régime:

**DURING THE DAY**—first, for thorough cleansing, apply Pond's Cold Cream over

face and neck, several times, always after exposure. Pat in with upward, outward strokes, waiting to let the fine oils sink into the pores and float the dirt to the surface.



**SECOND**—wipe away all cream and dirt with Pond's Cleansing Tissues, soft, ample, super-absorbent. Peach color and white.

**THIRD**—pat skin with Pond's Skin Freshener to banish oiliness, close and reduce pores, tone and firm, promote a lovely natural color.

**LAST**—smooth on Pond's Vanishing Cream for powder base, protection, exquisite finish.



Use it not only on the face but wherever you powder . . . arms, shoulders, neck. Marvelously effective to keep your hands soft, white and unchapped through the winter.



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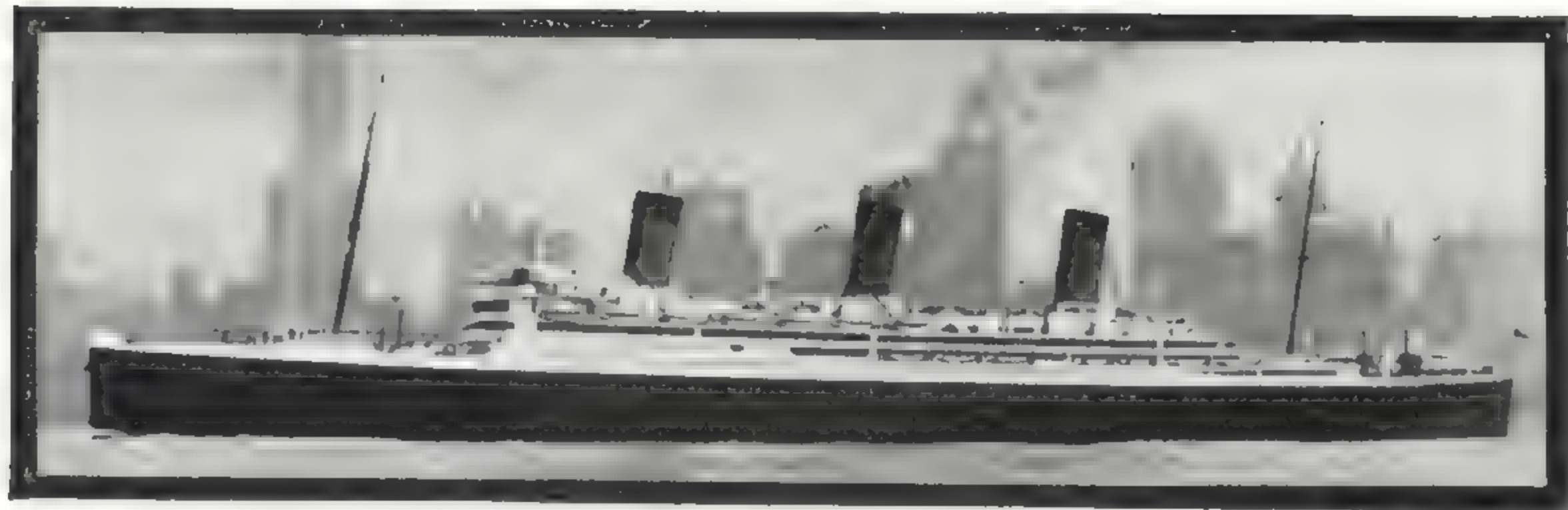
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## On the "MAJESTIC"

The Most Distinguished Luggage is Labeled "Hartmann" and is Invariably Associated with the Smartest Travelers.



*Stateroom on Board the S.S. Majestic*

**N**OT all the trunks that go aboard the huge, luxurious Majestic are Hartmann. But among the first-class passengers—among those who do their crossings smartly—there is an overwhelming, and very apparent, preference for this best known of all trunks.

The reason is obvious. No other trunk affords the flawless clothes carrying conveniences of a Hartmann. None is so staunchly constructed to withstand the roughest, toughest sort of abuse. And none so smartly styled . . . and tastefully finished inside and out.

Steamship regulations now allow you to take your Hartmann (any size) in your stateroom—if you or your party occupy it exclusively. Incidentally, if you'd like full information on steamship baggage regulations, write Hartmann Trunk Co., Racine, Wisc.

## HARTMANN TRUNKS

50 Models and Sizes—Colors Galore—Sold by Most Good Shops and Department Stores



These new powder accessories from Lenthéric have great chic in appearance. They are (top to bottom) face powder de luxe, loose powder case, and double compact case; at all shops

## ON HER DRESSING-TABLE

(Continued from page 90)

lovely. This is the de luxe face powder, a powder of almost incredible lightness, created by a new "wind-sifted" process, which possesses marked adherent qualities. It is contained in a box so distinguished in its design of metal and cream and black that it will enhance the appearance of any dressing-table. As a final touch, there is that perfect bit of luxury, a fine swan's-down puff in the top of the box.

The new loose powder-case from Lenthéric has a unique little rolling

mechanism that rolls out just the amount of powder required for use, without any superfluity to be spilled on the frock or hand-bag. These cases, exceedingly smart, very thin, and marked with the distinguishing Lenthéric crest, have been chosen to complement costume colour schemes. For those who prefer compact powder, there is another new case in black and silver with both compact powder and rouge. These three new accessories are shown in the photograph above.



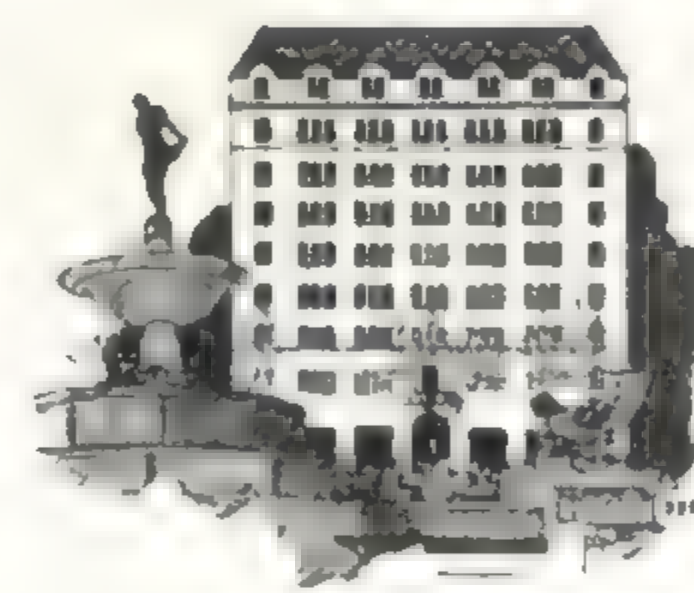
LEON DE VOS

Florenz Ziegfeld has introduced a new perfume, "Ziegfeld Follies"; from Saks-Fifth Avenue. The rouge pot (upper right) is from the Guerlain counter at Peck and Peck. The Houbigant enamelled vanity-case has a jewel-like finish. The Lesquendieu triple-case (foreground) contains complete vanity equipment





Hal Phyle



*Portrait of a*

LADY SUITED FOR SPRING

*by Bergdorf Goodman*



*The* lovely careless line of the new spring suits . . . how young it makes one look! Deepest apple-green wool, soft to the hand, rough to the eye . . . a blouse of creamy silk, brown-dotted here, brown-striped there . . . a sleek snug bonnet of brown felt . . . a smartly plain brown leather bag . . . wearing these, one might positively have come up with the tulips on the Plaza. Loads of other lovely things in our spring collection!

BERGDORF  
GOODMAN

ON THE PLAZA . . . . . NEW YORK





## The One Resort for Evening Wear for All Winter Resorts!



This season more than ever Stein & Blaine dictate the evening mode for Spring and Southern wear...a woman has not seen the mode in full flower who has not seen these radiant evening originals...to see them is to be thrilled...to price them is to be reassured...and to wear them is a social event!

Gowns Ready-to-Wear . . \$100 up  
Gowns to Special Order . . \$200 up  
Younger Set . . . . . \$75 up

# Stein & Blaine

INC.

13 and 15 West 57th Street, New York

## NEW LINES IN LINGERIE



LOUNGE PYJAMA No. 5562—Plaid figures gaily in the blouse of this silk crêpe pyjama with a bolero and very wide trousers. Designed for sizes 32 to 40

COSTUME SLIP No. 5560 This day slip becomes an evening one by adding a flounce and omitting the back. It is of silk crêpe. Designed for sizes 14 to 44

NIGHTGOWN No. 5561 Very new is this gown of crêpe satin. It has a cowl neck-line, cap sleeves, and straight or scalloped hem. Designed for sizes 14 to 40





# AGE STEALS INTO A LOVELY FACE

## BY THREE UNGUARDED PATHS

**E**XACTLY what has happened when a woman begins to "look old"? With no change in her features, apparently without any tangible change, she may look youthful one year...and middle-aged the next.

Dorothy Gray discovered that this tragic transformation can arise from any one of three causes—from three significant conditions too often overlooked. These are:

A faint drooping of the under-chin—a crêpiness of the throat texture—a deepening of the little lines around the eyes and mouth.

Guard your youthful appearance by following the treatments which Dorothy Gray evolved, simple scientific treatments especially planned to ward off the three tell-tale signs



of age and preserve your loveliness.

You can easily give yourself these successful treatments at home, using the same preparations which have been tried and tested in the Dorothy Gray salons. You will find these Dorothy Gray preparations at leading shops everywhere. Write or ask for the Dorothy Gray booklet on home care of the skin.

# DOROTHY GRAY

683 FIFTH AVENUE, NEW YORK

Telephone WICKersham 6109

Paris Chicago Los Angeles San Francisco Washington Atlantic City



# WINTER BABIES AND THEIR MOTHER'S NEED . . . . .

# "Sunshine"



*The General Electric Sunlamp  
Radiates Virtually All  
the Beneficial  
**ULTRA VIOLET**  
of the Midsummer Sun*

**\$69<sup>50</sup>**

★

Floor lamp models in white or bronze, a wall bracket type, a ceiling fixture for the office make it easy for you to enjoy "indoor sunshine."

The energy source of General Electric Sunlamps is the G-E Type S-1 Bulb.

★ When wiring or rewiring your home, specify the G-E Wiring System. It provides adequate outlets, conveniently controlled, and G-E materials throughout.

(This advertisement was submitted to the Council on Physical Therapy of the American Medical Assn.)

EVERYONE knows that summer with its abundant vital sunshine is Nature's season of health and growth. Outdoor babies appear to grow sturdier... expectant mothers to gain new strength.

Ultra-violet, flooding the skin, apparently develops Vitamin D potency, aiding the body to use more minerals from the diet... salts that help build sound young bones; that promote baby's well being; that assist mother to resist the exceptional demand for bone-building minerals often placed upon her own skeletal structure and teeth.

But what of these mothers and babies in winter... when sunlight contains only about one-twentieth as much ultra-violet?

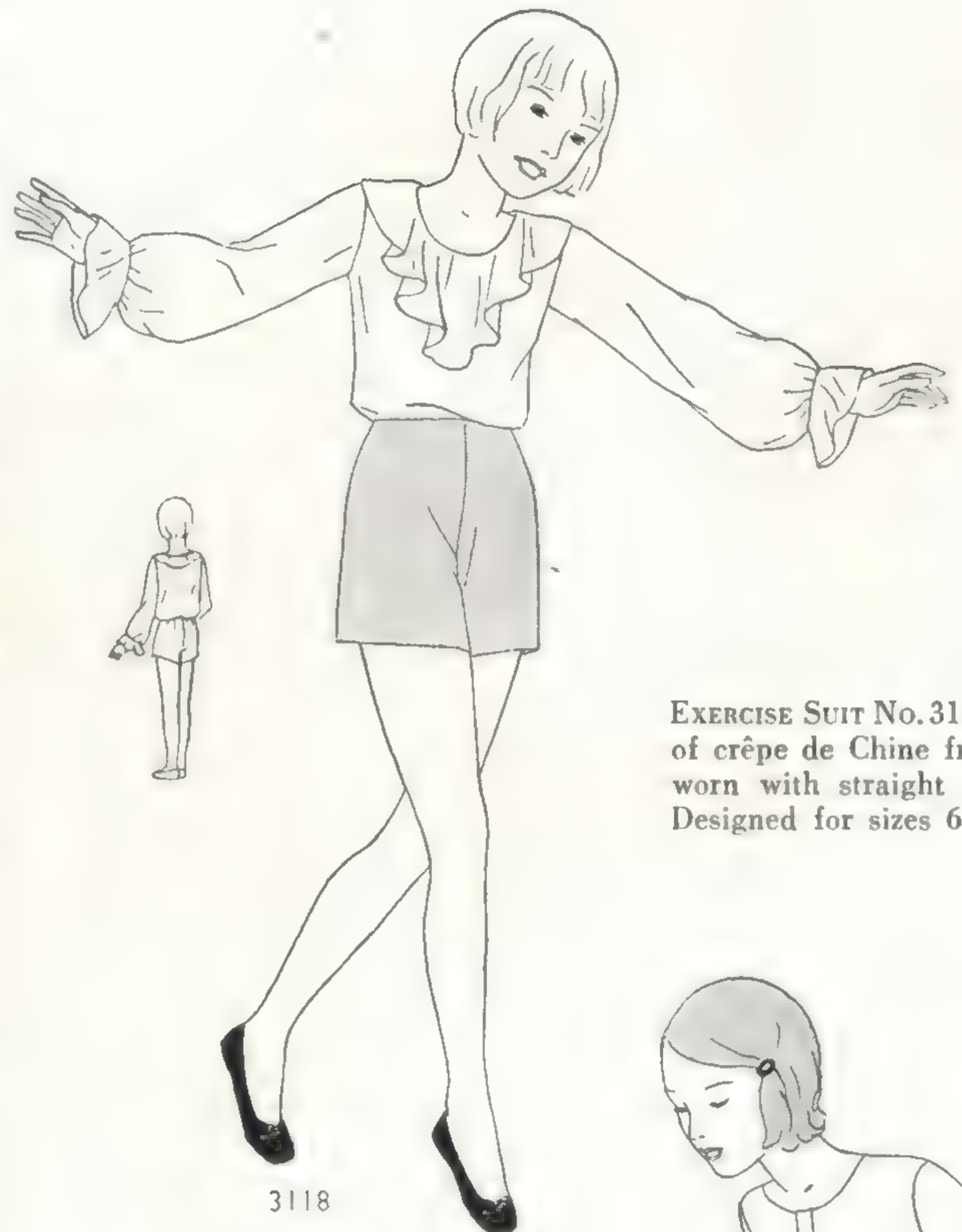
Science provides a solution: "Indoor sunshine," from the General Electric Sunlamp... rich in beneficial ultra-violet. It improves health and well-being... increases bodily resistance. Good for the whole family!

Attach a General Electric Sunlamp at any ordinary A. C. lighting outlet. Use it for a few cents an hour.

Let us tell you more about "indoor sunshine." Just write Section L-582, Merchandise Department, General Electric Company, Bridgeport, Conn.

Join us in the General Electric Program, broadcast every Saturday evening over a nation-wide N. B. C. network.

## FOR THE YOUNGER GENERATION AT PLAY



EXERCISE SUIT No. 3118—A blouse of crêpe de Chine from Stehli is worn with straight satin shorts. Designed for sizes 6 to 14 years



3120

3119

3121

Frock No. 3120—Box pleats run from the shoulders of this one-piece frock made of Onondaga crêpe de Chine. Designed for sizes 2 to 8 years

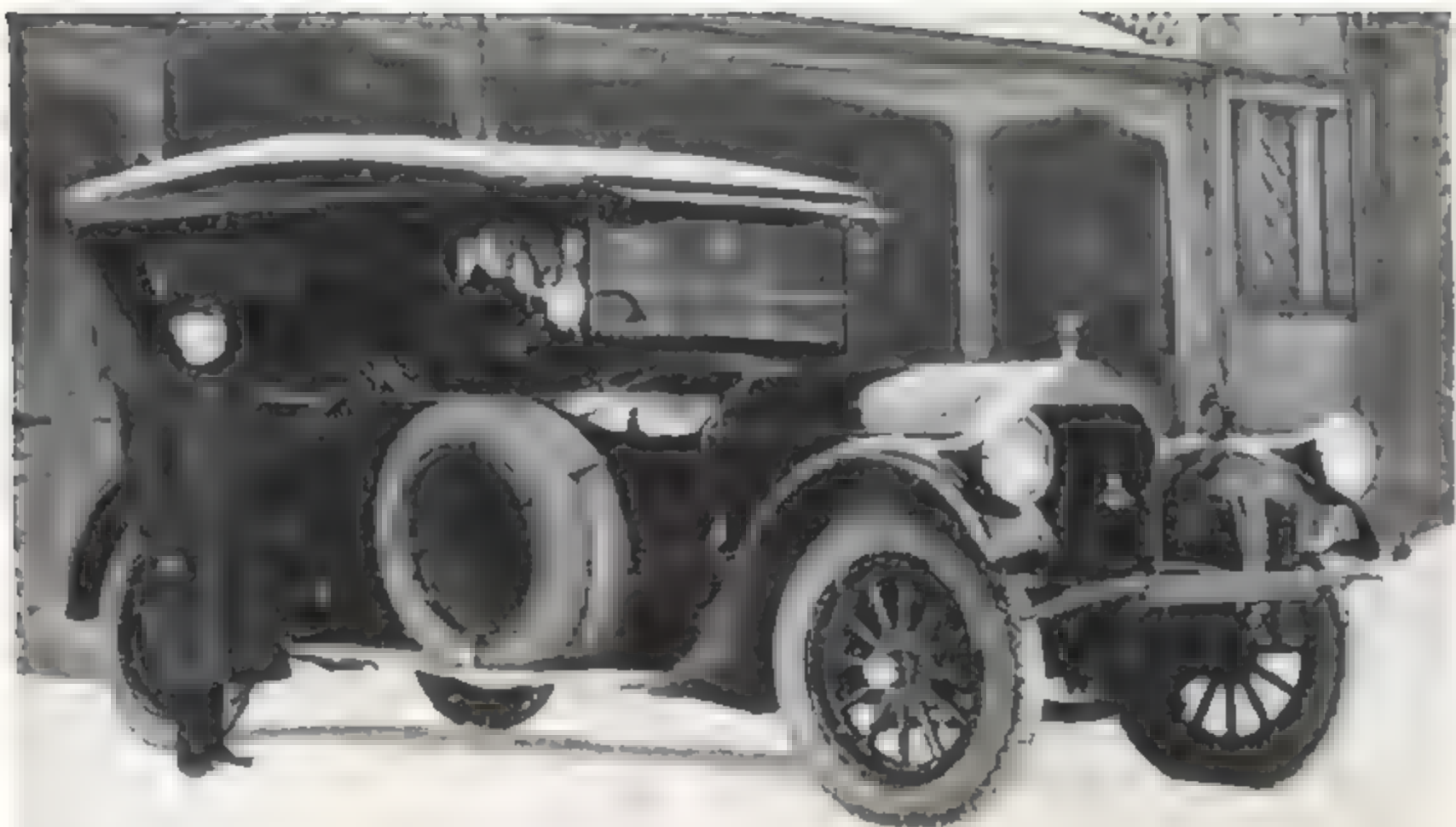
ROMPER No. 3119—Cotton broadcloth from Erlanger Blumgart is the durable fabric of this one-piece romper. Designed for sizes 6 months to 2 years

Frock No. 3121—This school frock of Security jersey has a pleated skirt section joining the top in a shaped line. Designed for sizes 8 to 14 years

**GENERAL ELECTRIC**  
**SUN LAMP**

DESIGNS FOR PRACTICAL DRESSMAKING





HONORABLE HORACE WHITE OF NEW YORK  
is the owner of the Pierce-Arrow in the photograph  
... a car which has been in the constant service  
of the former Governor and his family since 1917

PIERCE  
ARROW



The Convertible Sedan of Group B . . . \$3650 at Buffalo

## SURVIVAL VALUE • A PIERCE-ARROW FUNDAMENTAL

What community today is without its ten- or twelve- or fifteen-year-old Pierce-Arrows . . . still superbly patrician, still rendering distinguished service to the original owners? Therein lies the deepest-rooted, most foundational, of all Pierce-Arrow characteristics—a quality that has been called *survival value*.

Because an essential part of its beauty is in its character . . . a part that is unchanging . . . the Pierce-Arrow of yesterday, or of a decade ago, finds complement in the smartest of today's models. And thus a great Pierce-Arrow fundamental becomes also a fine safeguard for each Pierce-Arrow owner's investment.

Twenty-nine New Models . . with Free Wheeling . . from \$2685 to \$6400 at Buffalo. (Other Custom-built Models up to \$10,000.)





# This *new* salad delicacy wins praise you like to hear

*More plentiful this year, and cheaper*

**G**UESTS are unanimous in their approval of luncheons and dinners which include a serving of Calavo. The Aristocrat of Salad Fruits wins distinction for any table...even when served so simply as this:

Halve a Calavo. Place on a bed of lettuce. Add a sharp, thin dressing. Serve with a spoon.

But *please* do not use heavy dressings. They hide the indescribably delicate flavor of the Calavo. Many connoisseurs forego dressings entirely, preferring only a few drops of lemon juice or a little salt. The Calavo, being different from ordinary "avocados" or "alli-

gator pears," supplies its own natural fruit oil in ample amount.

Dietitians commend the Calavo for this very reason. It has the energy-value of lean meat, is easy to digest, and supplies mineral salts, proteins and vitamins essential to health.

Hence Calavos are an ideal luncheon in themselves...satisfying, energizing, yet "light." In addition to salads, they make a variety of distinctive hors d'oeuvres, cocktails and sandwich spreads...and an ice cream of rare smoothness.

*FREE...Hostess Recipe Booklet*

Send for free, "Calavo Hostess Book," giving recipes,

service etiquette and detailed health information on "the Aristocrat of Salad Fruits."

Buy Calavos from any high grade grocer. Look for the "Calavo" stamp on the skin and so be sure of fruit grown on the sunniest, protected hillsides of Southern California, and selected for finest eating and keeping qualities. Only Calavos are pre-tested and graded by the inspection staff of the Calavo Growers of California.

© 1931 C. G. C.



*Recipes for Calavo salad, sandwich spread, and cocktail are contained in free booklet. Send coupon.*

**CALAVO**  
*The Aristocrat of Salad Fruits*

Calavo Growers of California, Dept. 453 4803 Everett Ave., Los Angeles, Calif.

You may send me the free "Calavo Hostess Booklet."

Name \_\_\_\_\_ Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_





*The Early American Style*

.. AND THE ENSEMBLE

YOUR SILVER

OF YOUR HOME

IN homes of gentle heritage, you will always find *STERLING* tableware. And among people whose taste is as modern as their traditions are long-established, there will you see *TREASURE SOLID SILVER*. For *TREASURE* silversmiths have added, to the accepted beauty and significance of Sterling, the new finesse of related design. *TREASURE* patterns reflect, in form and motif, the distinctive manner of the important periods.

★ ★ ★

The *EARLY AMERICAN STYLE*, which follows so faithfully the spirit of our own Colonial silver, was expressly created for the Early American interior, decorated in simple maple pieces or in the more formal Colonial mahogany. And every prevailing tradition in modern decoration — *EARLY ENGLISH*, *SPANISH* or *MEDITERRANEAN*, *GEORGIAN*—may have its complement now



*"Treasure"*  
*Solid Silver*

STERLING 925/1000 FINE



in appropriate Sterling tableware ★ *TREASURE Solid Silver* is carried in stock by leading Jewelers who will welcome the opportunity of showing you the various patterns in correct decorative styles.

★ ★ ★



There is a new *TREASURE* booklet, "*THE MODERN WAY TO CHOOSE YOUR SILVER*," which shows how the discerning hostess may relate the pattern of her

Sterling tableware to the ensemble of her home. We shall be happy to send you a copy, if you will address your request to Dept. A-2

ROGERS • LUNT & BOWLEN CO.

*Silversmiths* • CREATORS OF DISTINCTIVE TABLEWARE  
GREENFIELD, MASSACHUSETTS  
Member of the Sterling Silversmiths Guild of America



# Pinehurst hats



## fit like a glove

"Uhlán," a new Pinehurst Hat owes much of its smartness to the unusual, flattering brim and to the saucy feather clip so jauntily perched on the side. "Uhlán," is here illustrated in Baku, but it is available also in all of the new straws as well as in the "Swansdown" Fur Felt, in all the leading Spring colors.

"Uhlán" will fit you perfectly, for like all Pinehurst Hats it comes in 13 individual headsizes, 6½ to 8.

*Seven-fifty to Ten Dollars*

Pinehurst Hats are featured by  
leading stores in most principal cities

J. BLOOMFIELD CO., INC., NEW YORK  
101 West 37th Street

## thirteen headsizes

FOR SPRING DAYS IN THE PARK



3137

3135

3136

• COAT No. 3137—Now the young scooterer appears in a coat of crêpey woollen, with a straight collar, a well-cut yoke, and shaped, turned-back cuffs. Designed for sizes 4 to 10

• COAT AND BONNET No. 3135—At the age of two, one is justly proud of a coat and bonnet of crêpe de Chine, with hand drawn-work. Designed for sizes 6 months and 1 and 2 years

• COAT No. 3136—Double-breasted, slightly flared, with a small collar, this coat of woollen basket-weave is ideal for wear on spring days in town. Designed for sizes 10, 12, and 14

• HAT SET No. 3138—Here are shown two ways of being smart in hats of soft woollen and a third way (right) in a hat of ribbon-trimmed crêpe faille. Designed for sizes 18 to 22



3138

DESIGNS FOR PRACTICAL DRESSMAKING





## Kotex protects longer, stays soft longer *that's why millions of women prefer it*



You appreciate the *lasting* softness of Kotex . . . the security and safety . . . the fact that it deodorizes.

**B**USY days. Hours of active sports, out-of-doors; hours in a theatre, at a tea or dinner. Then is when you learn to appreciate Kotex. Then you realize fully the comfort of its skillfully rounded shaping. For it not only feels better, but it permits a delightful freedom from self-consciousness. Gowns fit smoothly, perfectly. Because Kotex protection is inconspicuous.

### *Hospital preference is important*

To women who recognize the connection between sanitary protectives and good health this assurance is important: 85% of our leading hospitals use the very same absorbent of which Kotex is made . . . Cellucotton (not cotton) absorbent wadding.

This is not cotton, you know, but a delicately soft, marvelously absorbent substance that has—by actual test—five times the absorbency of sur-

gical cotton. That is why hospitals choose it in preference to cotton . . . why you, too, should prefer it.

### *Details add to comfort*

There are so many details in Kotex that have been worked out for your comfort. There is no awkward bulkiness; the layers of absorbent can be changed to suit changing needs; a special deodorant assures daintiness of person at times when that is particularly necessary.

Kotex is soft and yielding, yes. Moreover—it stays soft. And it can be worn on either side with equal safety, equal assurance of protection, equal comfort.

And—first of all its advantages—Kotex is disposable! In that fact, alone, lies one of its greatest contributions to woman's sanitary comfort. Next time you buy sanitary pads, specify Kotex.

Kotex Company, Chicago, Illinois.

### IN HOSPITALS

- 1 85% of our leading hospitals use the very same absorbent of which Kotex is made.
- 2 *Kotex is soft* . . . Not a deceptive softness, that soon packs into chafing hardness. But a delicate, fleecy softness that lasts for hours.
- 3 *Safe, secure* . . . keeps your mind at ease.
- 4 *Deodorizes* . . . safely, thoroughly, by a special process.
- 5 *Disposable*, instantly, completely.

Regular Kotex—45c for 12  
Kotex Super-Size—65c for 12

### *See the new Kotex Belt*

*Brings new ideals of sanitary comfort! Woven to fit by an entirely new patented process. Firm yet light; will not curl; perfect-fitting.*

(U. S. Patent No. 1,770,741)

# KOTEX

The New Sanitary Pad which deodorizes





## A TAILORED TWEED COSTUME TO GREET THE EARLY SPRING WITH A NEW NOTE OF CHIC

Sheer tweed, in beige or grey mixture, is tailored with infinite detail and individuality to achieve the perfect smartness of this Bruck-Weiss costume. The separate little shoulder

cape is heavily banded with fox. 165.00

The felt tri-corne may be had in  
all costume colors. 18.00

# BRUCKWEISS

20 West 57th Street, New York

## TIPS ON THE SHOP MARKET

(Continued from page 81)

who are the tall, well-built, leggy type should take at least a look at the models of this house, if they want to make the most of that native distinction that is theirs.

• Murray Mayer, Inc. is a smart shop on Forty-Sixth Street that carries dresses that don't leave a girl without lunch money. Although the stock ranges through the ramifications of wearing apparel, it is the printed crêpe evening dresses I want particularly to mention. These are lovely, luminous things, made in two or three models, that look glamorous and yet smart enough to make other ladies look to their laces and lamés. These are the kind of romantic dresses that are most definitely proposal-producing.

• Now, as at all times, it is well to speak of the manifold virtues of the polo coat. There is nothing in the coat world that quite fills its place. Men wear them, women wear them, and the incandescent Miss Greta Garbo is famous for wearing them. One has a sort of general fitness for anything in one of these dream-children of the camel. Some of the best are made of the famous Worumbo cloth and are to be found at Abercrombie and Fitch or at Knox. These are made of cloth that is perfect in its material and manufacture and a byword for excellence in camel's-hair fabric. For horse-shows, for walking, especially for motoring, and for lots and lots of other things, these coats are exactly right.

• The Herter Looms on Madison Avenue and in Fifty-Fifth Street are showing some fabrics in beautiful designs and colours that are manufactured by Albert Herter and are known as Albert Herter Fabrics. Mr. Herter is the designer and the colourist, and they reflect his great talent, in respect to both design and colour. As they are practically painted by a process of which he is the inventor, they are cheaper than other fabrics with which they are comparable. These materials are appropriate for very grand rooms and for simpler apartments. There are some excellent cotton fabrics in good designs and in attractive colours, also patterned nets and thin gauzes. One particular silk that looked to me like brocade would make charming panels in a French bedroom.

• And now they are making backgammon rugs. These are hand-made rugs of the hooked variety, made by a famous company in Maine. But the design on them, instead of being flowers or a couple of rabbits, is the good old backgammon-board whose design is so much with us. These rugs seem to me perfectly grand to throw on a porch floor or on a lawn, and throw a few double-sixes on. They ought to be very useful on beaches, too. You can get them at Lord and Taylor's.

And now I think of it, what a wedding present! Little danger of duplicates, since they are so new—and, anyway, the more the merrier.

• As you undoubtedly know, Bergdorf Goodman has a rather wonderful antique department. This is conducted by a Mr. Amster who is a connoisseur and a collector in the real sense. He gets around, antiques speaking, to such an extent that he has a mental card-index of every object of merit in the *objet d'art* world. Say to him that you would like a such-and-such of the eighteenth century for your mantel-piece, and he will know just where to get it for you. And that, my children, is a very useful ability not commonly met with. He has filled Bergdorf's with rare pieces of exciting furniture, things you can't see in many places. These are for sale, and there are lots of fascinating things. But the important point to me is that here we have a man, of excellent taste, who carries a vast knowledge of furniture around with him. To be able to avail yourself of such a talent is good fortune.

• There is a new jewellers' shop on East Fifty-Seventh Street with charming, sparkling windows that I have been admiring for the past month or two. This is the shop of Edwin H. Tompkins, who has some of the most ravishingly beautiful jewels I've ever broken the Commandment about coveting over. He has a double strand necklace of fifty-six positively egg-sized emeralds, which were collected by the Shah Jahan who built the Taj Mahal and given to the same wife (I think) as a slight token of esteem. He also is custodian of the great Napoleon necklace, given by Napoleon to Marie Louise at the birth of the poor little King of Rome. He has the best invention for showing jewels I have seen. Brilliant bracelets, pins, and so on, are mounted on clear glass panels, which show them divinely. He has, also, some wonderful pieces of historic old English silver. Altogether, a jeweller worth getting excited about!

• If it wasn't for the occasional gadgets that rear their ingenious heads, life wouldn't be half so much fun. The latest and most noteworthy is, to me, Abercrombie and Fitch's chemical heat sack, called "Torridaire." By some remarkable scientific process beyond my humble mental comprehension, you put a little water in this extraordinary bag, shake it, and have forthwith a dependable hot-water bag with an extended time-limit. For automobiles, for chilly sleeping-car berths, and even for some beds I have seen, this invention couples warmth with an absence of breakability. I never did understand chemistry; I just accept this as something dropped from Heaven on my cold toes.





# Make-up

## THAT EXPRESSES

### YOU

TO be supremely smart one must be supremely one's self. For *Individuality* is the keynote of the mode in clothes and make-up—and especially in make-up.

You will choose your facial ensemble not with an eye to what is being worn by everybody else, but with the object of expressing your most alluring Self. And if you are a connoisseur, you will choose the make-up masterpieces of Helena Rubinstein. For *Individualization* is and always has been the keynote of her cosmetic art.

Rouges that range from delicate Coral to brilliant Red Tangerine—Powders that run the whole gamut of tones and textures, from pearly mist to rich duskiness—Lipsticks and Eye Make-Up of infinite variety and witchery—these are the things that reveal Helena Rubinstein's uncanny understanding of facial temperaments and her sheer genius for coloring.

Let these distinctive and distinguishing *finishing touches* express You... You will find them becoming a definite part of yourself and the perfect accent to your Personality!

#### Foundations for Every Type

*For the Sportswoman*—Balm Rose, a soothing, protective "natural" finish. 1.00, 1.75

*For the "tres femme", Cream of Lilies or Water Lily Foundation*—exquisite liquid creams which lend glamor. 1.50, 2.00

*For Evening, Snow Lotion*, the liquid powder foundation which creates the illusion of greater loveliness. 1.00, 2.00

#### Perfection in Powders

*Enchanté* is a powder of superior quality—a gossamery veil of beauty. 3.00

*Water Lily Powder* is a clinging, fragrant, flattering delight. 1.50. Other Helena Rubinstein powders for every type of beauty—1.00 to 7.50

#### Rouges That Reproduce the Glow of Youth

Helena Rubinstein's Rouges are quite as famous for their textures as their color-

ings—"natural" Red Raspberry, vivid Red Geranium, conservative Crushed Rose Leaves, and the exotic new Red Tangerine. Prices are from 1.00 to 5.00

#### Lipsticks Indelible and Soothing

A rare combination indeed! Colors that last and last, yet of such rare composition they are infinitely kind to the lips.

*Lipstick Enchanté* is the lipstick deluxe 3.50

*Cubist or Water Lily Lipstick*—created to accent every type of beauty. 1.00, 1.25

#### To Make Lovely Eyes Lovelier

*Persian Eye Black*, the super-Mascara, and *Valaze Eye Shadow* in tones to accent the shades of all eyes—Paris is preferring the fascinating blue and blue-green, 1.00, 1.50

*Valaze Eyelash Grower and Darkener* stimulates the growth of brows and lashes and makes them alluringly dark! 1.00



Salon  
Service

Make it a point to visit the Helena Rubinstein Salons for at least one Individualized Treatment. It will teach you things you never knew before about your potential beauty, besides bringing you instantly a new and radiant loveliness!

#### The Basis of a Perfect Make-up

Cleanse with Water Lily Cleansing Cream, most luxurious of cleansers, or Water Lily Liquid Cleanser, the quick daytime face bath (each 2.50). Awaken tissues with Valaze Youthifying Stimulant (2.00)—or Eau Verte for those accustomed to skin stimulants (3.00). Nourish with Youthifying Tissue Cream to make and keep the skin exquisitely smooth (2.00). Erase fatigue from face and eyes with Valaze Extrait, the gently toning anti-wrinkle lotion (2.50). Brace relaxed tissues with Georgine Lactee (3.00).

Ask for these creations at your favorite shop or at Helena Rubinstein's Salons. Qualified assistants will help you choose the most resultful preparations for your home beauty care.

**helena rubinstein**  
8 East 57th Street, New York



# Marie Earle

## ESSENTIAL CREAM



takes the place of *two* ordinary creams

**CLEANSING CREAM . . .** Marie Earle Essential Cream, unlike ordinary cleansing hydro-carbon creams which slip over the surface of the skin, is made with costly oils having a special affinity for the skin. It sinks deeper into the pores—flushes away more perfectly dirt, make-up and impurities. Cleanses to a clearer, purer, younger hue.

**TISSUE CREAM . . .** Marie Earle Essential Cream is wonderfully soothing, softening and rejuvenating. Time, weather and city grime steal the natural beauty oils from your skin. The precious ingredients in this cream are so like these lost oils that they are quickly, eagerly absorbed deeply into the underlying tissue. The fine clear silken smoothness of a radiant young skin is built up again. Tell-tale wrinkles soften, shadows of age and neglect melt away. From the first few days of faithful use you can see the new beauty and youth this one matchless cream smooths into your complexion.

Marie Earle Essential Cream at the better stores \$1.00.

Write for a complimentary copy of the Marie Earle complete beauty book "Understanding Your Skin". If you cannot conveniently obtain the Marie Earle preparations in your city, Miss Earle will be glad to supply you direct. Address Marie Earle, V-2, 660 Fifth Avenue, New York City. Marie Earle, New York; 15 rue de la Paix, Paris.

## SEEN ON THE STAGE

(Continued from page 67)

interpreter—"The whole show," and an unflagging, exhilarating, and compellingly beautiful show.

### "BALLYHOO"

W. C. Fields runs close at her heels in that respect; he is almost the entire show at Hammerstein's. "Ballyhoo," his vehicle, and the entertainers who have been employed to assist him are for the most part routine. He would be just as delightful without them, and so, on the whole, would the evening.

The book is negligible. Louis Alter's score contains three pleasant songs—"No Wonder I'm Blue," "Throw It out the Window," and the ditty that begins: "I'm one of God's children who hasn't got wings." The three Slade Brothers prove themselves among the best of the tap dancers, agile, graceful, expert, and resourceful. But "Ballyhoo" contains little or nothing besides of merit.

Fields more than compensates for that. His comedy, solemn to the line of sourness and occasionally over, is no less an art because it belongs in the file labelled "low." The songs, statues, paintings, pantomime of clowns are quite as valuable as those of sages, not infrequently more valuable. Loud, hearty laughter may be as aesthetically salutary as chuckles, or smiles, or sighs, or sentiment, or tears. It all depends on the élan and the execution. Fields lays out and follows his own course; he is not "like" any other comedian. Joe Cook uses "inventions" also and also extracts every bit of fun from them, but the similarity between the two ends there. A few of the mannerisms and methods Fields employs may be the stock in trade of this comedian or that. But, in effect, their work is quite dissimilar. Fields is a comedian who has some quality or combination of qualities no other has. And a great many thousands of theatregoers will continue to rush to see him, and be grateful. His antics will draw from them generous guffaws unlike those any of his confrères cause.

### "PETTICOAT INFLUENCE"

The triumph of Fields over poor material and support is counterbalanced by Helen Hayes. She is appearing in "Petticoat Influence," a pleasant enough English comedy containing plenty of mild chuckles, but, if one did not know beforehand, he would never guess from this exhibit that she is a star. Peggy Chalfont is not a star part, and Miss Hayes does not make it one—through no fault of hers. In fact, she deserves credit for not distorting the play in order to live up to the lights that spell out her name above the façade of the Empire Theatre. The best scene in the comedy belongs to the Earl of Darnaway (Henry Stephenson), and she refrains from exercising what is generally considered a star's prerogative: she lets him have it and the play go its designed way. The little she has to do, she does in her usual fascinating manner. She is as charming as ever.

His years on the stage have not been wasted on Stephenson; he acts with that variety of force and sureness which can come only from long, observant experience. He extracts everything from a rôle and gives everything to it. Sometimes, he overacts—pounds

a point too hard, but every actor on and off the stage does that occasionally; no one's sense of emphasis can be always right.

Valerie Taylor endows the Countess with grace, ease, and humanness. Reginald Owen is his suave, polished self. Incidentally, Miss Hayes is the only non-English person in the play. Gilbert Miller produced it.

The comedy tells the story of a young diplomat who wants fervently to be appointed governor of an island in the Pacific. The Earl of Darnaway, a member of the Government, has his wife's uncle appointed. Whereupon, Peggy Chalfont, wife of the disappointed young man, uses feminine wiles to aid her husband; she flirts with the elderly Earl. He falls instantly and hard. And, responding to her subtle prodding, he induces the Prime Minister to reverse his decision; the Chalfonts go to the far-away island; the uncle-in-law stays at home.

It is a plot neither novel nor exciting. If tales were described in terms of sound, "Petticoat Influence" would be called a cheerful murmur. It is brightly written.

### "INSPECTOR GENERAL"

Although Gogol's "Inspector General" first came into the world about a hundred years ago, its theme appears on the front page of every American newspaper to-day. Official graft and deception—what matter if it be in a provincial Russian town or in one or several of our forty-eight states? Railroads, automobiles, airplanes, the telephone, and the telegraph would make the deception part, as Gogol treats it, impossible in this age. The technique, too, seems crude, clumsy now. And the Jed Harris production, strangely and unfortunately, follows it faithfully.

Romney Brent plays the audacious Petersburg dandy who is mistaken for the Inspector General in such a way that the most provincial official a century ago could not conceivably be deceived. The direction does not aid him; quite the reverse. He begins the second act, which is practically a monologue, drunk; when he passes out at the end, one wonders why that did not happen earlier. According to people versed in such matters, time dispels the effects of drink. If the pseudo-Inspector General were to be plied with liquor during the monologue, the scene would be more plausible and more bearable.

Dorothy Gish brings daintiness to the few moments and lines Gogol gave the Mayor's daughter. Eugene Powers and Edward Rigby do well with little. Claude Cooper in the important rôle of the Mayor is incredibly bad.

No work could survive the deadly tempo, the arrant miscasting, the inexcusable misunderstanding of motivation and means, the weak attempts at atmosphere Gogol's farce has been subjected to. So John Anderson's excellent adaptation is wasted.

### "THIS IS NEW YORK"

For a long while, whenever a respected playwright wrote a piece particularly cheap or vulgar, it has been the custom to explain his descent with the easy phrase: "He has gone Holly- (Continued on page 118)



# STRATHMORE WEDDING PAPERS

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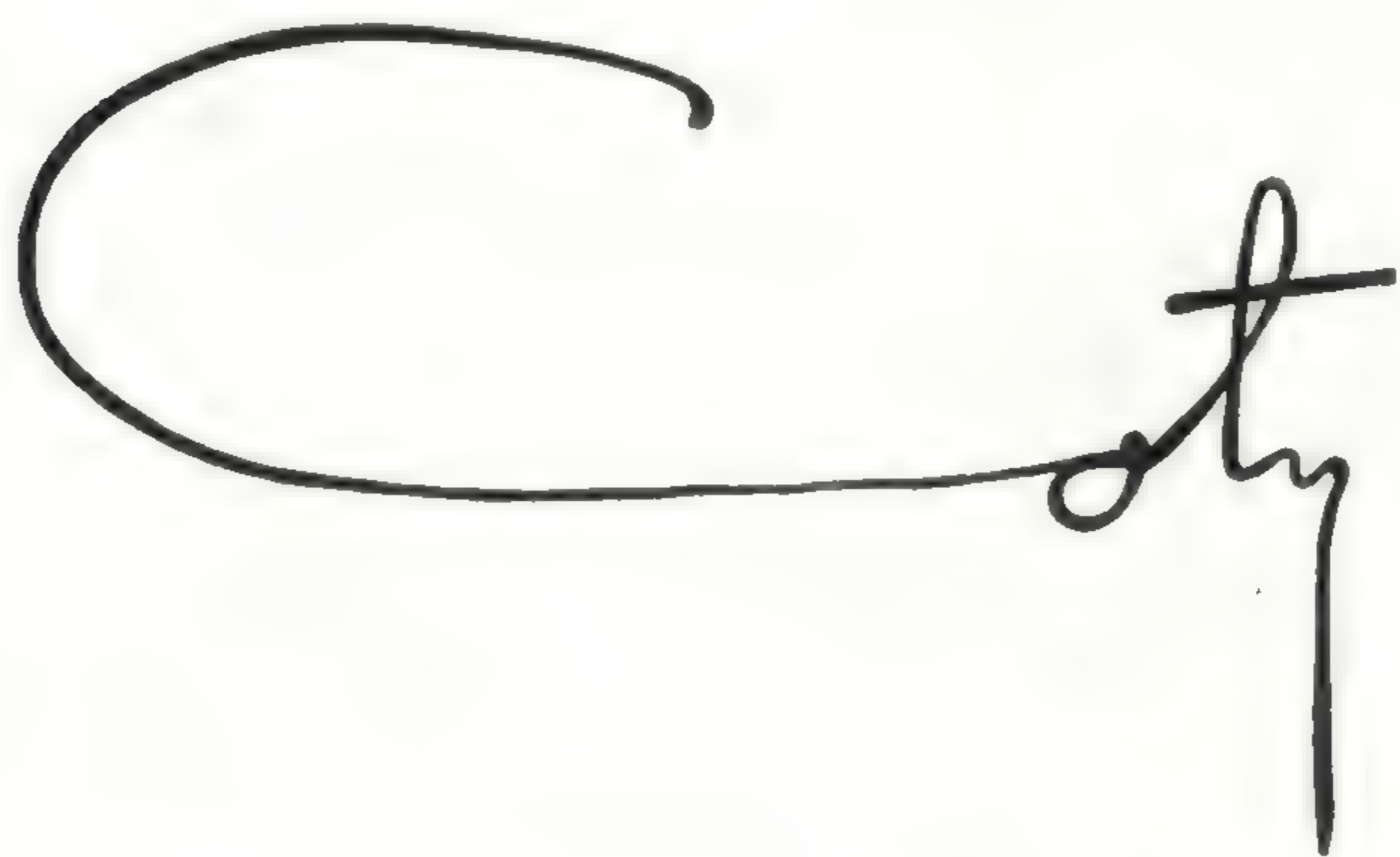
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## THE QUESTION OF MARRIAGE

**QUESTION:** What is the smartest spring wedding gown?

**ANSWER:** This year, it is the gown that expresses the personality of the bride in the smartest possible way. If she is tall and Junoesque, she may select the classic type and sweep down the aisle looking very mediæval indeed. If she is small, she may choose to be picturesque in a gown reminiscent of the Empire. If she has a flair for the French, she simply chooses whichever smart model of the season she finds most becoming and has it adapted for her wedding. Or she may dispense with the idea that her wedding gown will never be worn again, except, perhaps, by her daughter, and select a frock that can be made over later on for evening wear.

**QUESTION:** What about colour and material?

**ANSWER:** A bride no longer feels in honour bound to have her gown in ivory or pure white. Most girls, in these days of stress and strain, find that cream colour or white with a shell-pink cast is more becoming. And—a glamorous discovery—very pale apple-blossom pink is both smart and flattering. One smart bride even wore the palest of pale blues. As for material, a girl may choose satin, lace (and few people will be any the wiser if it is not real), crêpe roma, chiffon, or dull, flat-surfaced crêpe. At a garden wedding, she may appear demurely in white muslin or organdie.

**QUESTION:** How long are trains?

**ANSWER:** Without going into higher mathematics, the bride should balance her height by the length of her train. Even the loveliest small bride only succeeds in looking weighed down by some five yards of satin, while the tall, willowy girl is able to carry it off to perfection. Those who are versed in the art of computing the length of trains always estimate them from the point at which they are incorporated into the gown—that is, at the waist- or hip-line, depending on the type of gown. They may be cut to suit the bride's fancy—some are square, some round, and others pointed. This year, the smart bride is apt to choose the triple-pointed train in preference to any other. The court train, which hangs from the shoulders, is not in fashion at the moment.

**QUESTION:** How about veils?

**ANSWER:** Veils, like hats, have to be chosen with an eye for one's fatal weaknesses. The bride with cameo features can wear a simple tulle coif that completely conceals the hair, but a girl who needs the softening effect of hair beneath a hat should allow it to show beneath her veil, as well. Rare old lace, however lovely it may be, creates a special problem, since it generally does not look well when worn close to the face. The wise bride will drape it across the crown of the head with a band of tulle used as a frame for the face. Orange-blossoms may have inspired many a theme song, but they must be used sparingly nowadays to be truly effective. A cluster of them at the nape of the neck is charming. As a frame for the face, they are apt to result in fussiness. Sometimes,

the veil is edged with a row of pearls; at others, it is held by that insignia of modernity, the diamond clip; at still others, it is bound by a silver ribbon fastened at the neck with a tailored bow, with streamers that fall to the edge of the veil. A very young bride can look charming in a face veil falling just to the shoulders, to be thrown back off the face after the ceremony. Very lovely with a lace gown is a veil of tulle edged with a border of lace and dyed to match the tint of the gown exactly. As for her coiffure, the bride need only follow that fine old proverb—"Cleave to simplicity and thou shalt achieve smartness."

**QUESTION:** And as to gloves and shoes?

**ANSWER:** Even the most modern-minded bride must make concessions to the ecclesiastical and wear long sleeves for the church wedding. For practical reasons, however, gloves are seldom seen, for a hand must be bare when it receives the portentous platinum circle. If the wedding takes place at home, she might have short sleeves, and, if she likes, white or off-white suede gloves, very short and slightly flared at the wrists, of the kind that can be removed easily. Her shoes are usually opera pumps of satin or crêpe, dyed to match the gown exactly.

**QUESTION:** What jewellery is worn by the bride?

**ANSWER:** Pearls—and this means real ones or very good imitations—are above reproach. If the bride is one of the fortunate souls who owns a simple diamond necklace or a brooch, she could wear that very successfully. Bracelets have to be discarded for the event; and the engagement ring, transferred temporarily to the right hand, shines there in solitary state.

**QUESTION:** What bridal bouquets are smart?

**ANSWER:** The mediæval bride frequently chooses five or six calla-lilies banded together with a simple knot of green ribbon. The picturesque bride, bearing in mind the fact that her gown is less simple than her statuesque sister's, chooses a smaller bouquet of gardenias, star jasmine, narcissus, or lilies-of-the-valley. As for the bride clad in the frock of the moment—her choice is a long spray of white orchids, arranged without any other flower or fern. All three must bear in mind the fact that bouquets are getting smaller and simpler every day.

**QUESTION:** What sort of wrap does the bride wear?

**ANSWER:** The bride may wear any evening wrap in her trousseau, but the clever girl sometimes finds this an auspicious moment to murmur things about a special wrap into her father's ear. Ermine or mink are always smart, or she might choose a white velvet wrap with a collar of dark fur—sable, marten, or silver fox—and wear it for the first time with her wedding gown.

**QUESTION:** And as to bridesmaids' costumes?

**ANSWER:** Most recent brides have made fervent resolutions to the effect that they (Continued on page 112)



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Makes the hair shaft softer and more pliable

Day by day the waves grow deeper until you only need a treatment after the shampoo

*Ten years of success in Paris.  
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glycerine and is not sticky or oily. It is so light and delicate it can be applied to the hair in the finest mist-like spray with an atomizer. The treatment follows the most scientific rules for hair health and beauty. It actually benefits the scalp, and from the first, makes the hair more lustrous and easier to manage. It is absolutely colorless and safe for hair of any type or color—gray, white, or very blonde.

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MARTINUS ANDERSEN

If you want to convalesce becomingly, do it under a pink crêpe de Chine sheet with hem-stitching; Marcelle Julien. The crêpe de Chine blanket cover is in a delicious pink with Alençon lace to make it even lovelier; Emma Maloof

T R O U S S E A U

(Continued from page 72)

would do well to consult her young man before laying them in for his bed, for the average American man puts his foot down when it comes to stretching his manly limbs in maize or jade.

SHEETS FOR THE FASTIDIOUS

Marcelle Julien, who has just opened a branch of the Paris Fairyland in New York, has some heavy white linen sheets embroidered and scalloped with rich rows of old-fashioned dots—very boulevard Saint-Germain—Duchesse de Guermantes. She also orders from Paris, for best, fine handkerchief linen top sheets, with appliqué in white on colour or vice versa, with big appliqué monograms that are very French and ravishing. There is one of white handkerchief linen with a dozen or so little bouquets appliquéd on the border that turns down over the blanket. Mossé—where there are more temptations to the square inch than you can imagine—embroiders some of his best sheets with big, intertwined monograms, rich with curlicues, in the spirit of the Romantic Revival—a type that is coming back into fashion and, in many cases, rather ousting the severe geometric letters. At Munyer's under the Savoy Plaza, bands of lace insertion, made with centre motifs for the monograms, are set into sheets.

A very good linen sheet, if you care to figure the approximate cost in single size, costs about from \$7 to \$18 hand-hemstitched, and the percale, very fine ones, from \$4 to \$7 each. Monograms—in a general way in the big size for sheets, finely done so that they do not catch in the wash—are priced at about \$3.50 each.

It is all a matter of taste, but a plain sheet with a big monogram, we opine, is a better buy than a fancy sheet unmarked. Even the servants' cotton sheets should be marked, as they do them at McCutcheon's, with machine "never-rip" letters.

Now, as to bath-towels—the main pitfall is getting them too chi-chi. Bath-towels, to be really smart, should look luxurious, but tailored. Think of good

riding-clothes, of English boots, and such things and order in that frame of mind. Mossé has a new set of tan towels with big red-and-black triangular monograms in the corner. Tremendous dash! The colour combinations vary (they are made also in three shades of blue), but all are new and startling—and they are available in sets, with bath-mat, wash-cloths, and linen face-towels to match. Kerges on Madison Avenue has some good chenille-bordered bath-towels with three shades of one colour in the border and mats and face cloths to match. Men like bath-towels good and big—and it is no use laying in any small ones.

Face-towels, on the other hand, are much smaller than they used to be—about eighteen by twelve inches—and the guest-towels smaller still, practically infinitesimal.

The beauty of plain white linen towels lies in their texture. McCutcheon's has a very large variety of fine weaves. Irish, they tell you and—how sweet it sounds—grass bleached. There is one new one with a narrow stripe that is particularly pretty in pale pink, and another cross-barred weave. Mossé has a lovely face-towel with a long fringe, an old-fashioned notion revived—our grandmothers dried their hands on them during the Civil War. "The Trousseau Shop" on Madison Avenue has a nice assortment of little coloured guest-towels of all kinds, mostly of very fine linen, with appliqué swans and boats and other fancies. The trousseau is much more distinguished, however, if you don't try for too much variety—at least six of everything should be alike.

NEW TABLE-LINENS

Table-linen presents a different problem, because here the dangerous element of style enters in. Table-cloths do, to a certain extent, change in style, and, therefore, in buying them, you have to be a good gambler and decide what is fad and what is lasting. If lace, the finer, lighter laces (Continued on page 108)





T H E  
J E W E L O F  
E L E G A N C E

*She who is exquisite forever seeks new elegance. For elegance is a jewel which reflects the soul of her charm. Its splendour renews her spirit. It lights afresh her loveliness. For a century Guerlain has created perfumes—those most ethereal of all the elegances—for exquisite women of the whole world. Supreme among the masters, Guerlain has starred every decade with new fragrances. And the charm of each has become immortal! In what far capital is there a woman of elegance who has not known these—the reigning perfumes of France: Shalimar, of imperial allure . . . L'Heure Bleue, winged romance of Paris in twilight . . . Liu, so strange, so modern, so glamorous. And where is there such a woman whose face, whose lips, have not known the blessing of Guerlain face powder . . . tinged with Shalimar, . . . the lipstick Guerlain? For in the creation of the jewel of elegance to illumine loveliness, the genius of Guerlain is consummate art. And it is held supreme by women who in their own right hold title to elegance!*



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northward. And again the costumes of distinguished note which greet her coming are complemented by Proper stockings. For the sheer perfection of this hosiery fits the theme of Spring...bequeathing new beauty with its soft touch...lovely...luxurious



"AMERICA'S FOREMOST CHIFFON STOCKING"

proper  
BLUE-EDGE CHIFFON  
hosiery



T R O U S S E A U

(Continued from page 106)

are newer and smarter, with the table showing through. If damask, then the best buy is a fairly non-committal pattern—something that will not date you, nothing strenuously modern or desperately period. All-white damask has tremendous elegance, and it goes, whether you want to be modern, Victorian, 1890, or just yourself. As to colour, the best shades are those that send up a flattering light—never mauve, for instance, or hard blues. Mossé has a heavenly pattern called Exotic, a design with big, loose, indefinite plumes scattered across it, in white with a narrow green border and two interlaced monograms worked in two shades of green.

There is a very beautiful white damask cloth at McCutcheon's—handwoven with—to be technical—three hundred and ninety threads to the square inch. It is absolutely plain save for the high lights on its sheen and one wide satin band in the border. These damask cloths are monogrammed in a variety of ways—sometimes with one large monogram in front of both the host and hostess, sometimes diagonally opposite, and sometimes on each side of the centrepiece. There is a great deal of satin damask now in all the good trousseau shops. It is slightly more expensive, but very beautiful and festive for a really big party. Mossé has a lovely pink satin damask cloth embroidered with more of their very richly worked shaded monograms, using light and dark pink, and another white silk damask cloth very complicated in weave—rather like some of those very chic white silk men's handkerchiefs from Sulka.

#### MORE LUXURY FOR THE TABLE

If you want something really new in table-cloths, Marcelle Julien has a very handsome cloth of *écru* organdie—organdie with all the stiffening out of it (so that it lies flat), embroidered with tremendous, wide-spaced, round spots of old Breton embroidery such as you see on antique peasant caps. They have also lovely runner sets—so beautiful that you could use them for the dinner as well as for lunch—of yellowy *écru* batiste embroidered and edged with real point de Paris. Their tea-cloths of *écru* batiste embroidered with Beauvais embroidery have the most beguiling little tea-napkins folded like envelopes. Kargère on Fifth Avenue makes a specialty of appliqué cloths of fine handkerchief linen, very clever work, with hunting scenes and all sorts of unusual flower designs depicted in many colours in appliqué—delightful notions, original with them. Mossé has something very

new—lunch sets, doilies, and runners of bright Turkey-red English eyelet embroidery. They would be very smart on those new, white, marble-topped tables.

To finish off, there are certain necessary extras, which are not always included in the trousseau, because they are so often given as gifts—but they do belong with the linen. And it is much nicer, if possible, to get them at the start. Cocktail napkins—the little pink handkerchief linen ones at McCutcheon's, crisscrossed with hemstitching, could not be nicer. Breakfast sets—Kargère has a set of seven of those sets, one for every day of the week with *Lundi, Mardi, Mercredi*, and so forth in appliqué in a great scroll from corner to corner of the tray-cloths.

#### DELECTABLE ODDS AND ENDS

Blanket covers—the Grande Maison de Blanc, of New York, one of the oldest and finest houses in trousseaudom, has some fine white muslin spreads that may be monogrammed with seven-inch monograms in the centre. Carlin Comforts makes to order practically anything you choose—of satin, *crêpe de Chine*, Korean silk, and velvet in colours to suit your requirements. Marcelle Julien has a very elaborate, but very elegant spread of *crêpe* satin with flowers in the shiny side of the material sprayed in appliqué across the border. Emma Maloof uses *crêpe de Chine* with Alençon lace embroidered onto the border. Extra doilies are not so useful as they once were. In the case of finger-bowls, for instance, they are usually eliminated altogether. It is handy still to have some, however, and Marcelle Julien has lovely ones of organdie, scalloped with a double layer of the material.

No trousseau is completely complete without the kitchen dish-cloths. Red-and-white kitchens seem to be the smartest of the moment. Mossé sends out delightful boxes of kitchen cloths—tied up with bright red ribbons. As for blankets, McGibbon—one of the fine old trousseau houses of the city—has beautiful ones in wonderful shades. Munyer brings over from Paris fine French blankets in shades that exactly match the coloured sheets initialed with mammoth monograms. Collart has divine *crêpe de Chine* pillows for the trousseau, with appliqué in satin, which would melt in your mouth. And for a *grande finale*—mark this, brides, the Colony Lingerie Shop has white bunny coverlets for the chaise longue lined with silk in your favourite colour and flecked—oh, luxury—with real black ermine tails.

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## Film

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daily: one to three  
eggs, raw fruit, fresh  
vegetables, head lettuce,  
cabbage or celery. ½  
lemon with orange juice.  
One quart of milk, and  
other food to suit the  
appetite.



**3** See your den-  
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... thus better to safeguard health and beauty*

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vary widely in effectiveness, as labora-  
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Your teeth are covered by a stubborn,  
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contact with the teeth—are the germs  
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gerous film is with Pepsodent, as that  
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harmful grit or crude abrasives. It has  
a gentle action that protects the delicate  
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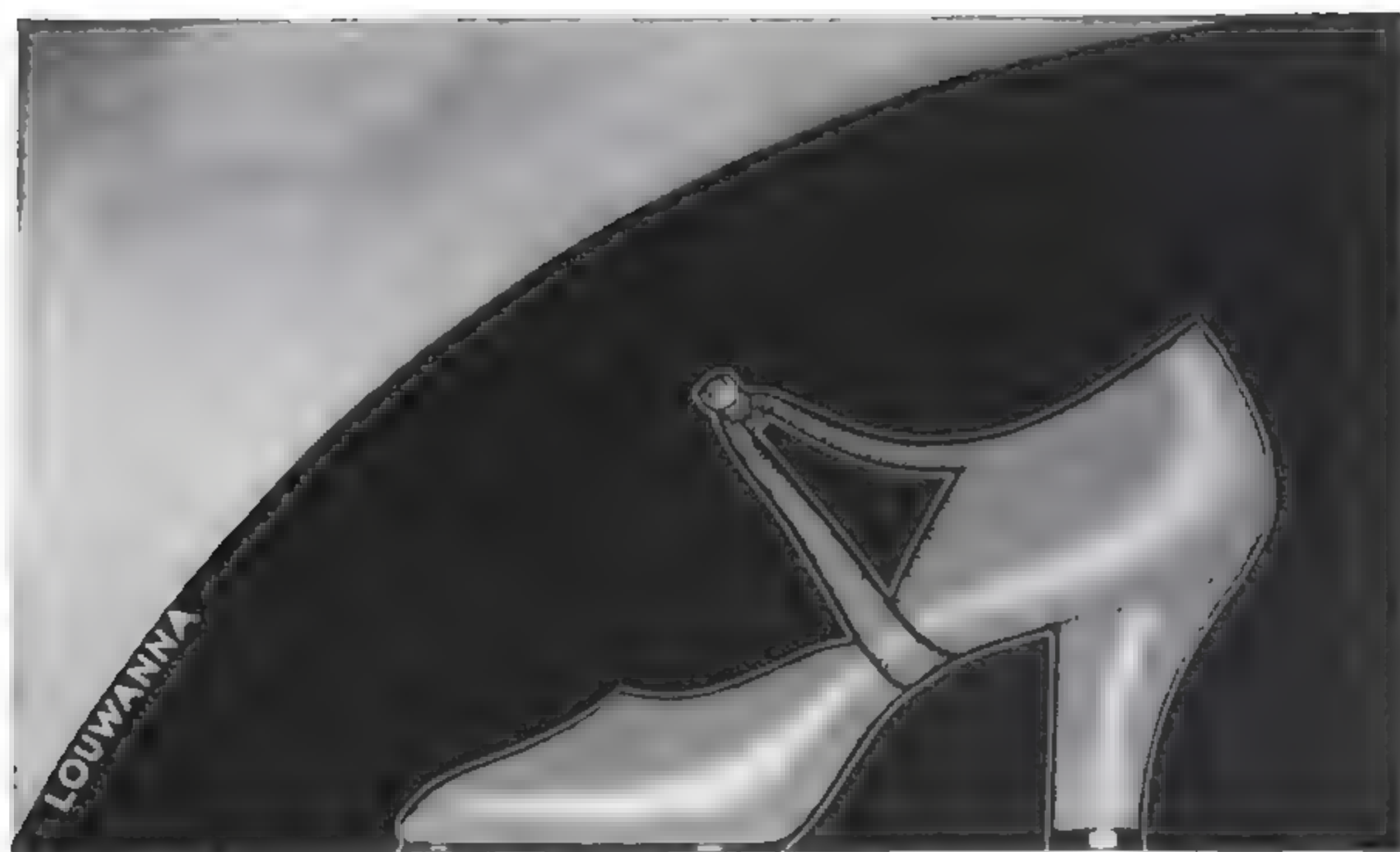
Have lovely, sparkling teeth! Be  
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## THE BUSINESS OF GETTING MARRIED

(Continued from page 71)

honour, Aunt Maud, to her surprise, may learn in an illiterate back-hand script that her set of Oscar Wilde is going to be used and used every day.

From a very elegant and very worldly point of view, it is infinitely smarter not to display the presents at a wedding. However, it is largely done; it does give the wedding guests something to do after the hand-shaking is over and the punch-bowl exhausted, and, if a three-ring circus is jollier than a two-ring one, then this as a side-show has its points. If you are going to display them, they should be—as they say of the gangsters—"elegantly laid out." A carpenter sometimes builds improvised tables that are covered with material or tablecloths. Otherwise, the caterer furnishes uniform tables for the purpose.

On the morning of the wedding, before any of the guests have arrived—the plain clothes men from a good detective agency appear and stand on guard. The number of these bulwarks necessary depends on the size of the crowd to be surveyed. There was a big wedding in Albany recently where there were actually sixteen. These men are dressed as any of the men guests, so that they are not themselves easily detected.

The secretary knows where every usher and bridesmaid is billeted and

sees to it that cars transport them to the focal points of the gaieties. She handles the publicity of the affair, or, if publicity is not wanted, she helps to evade it. Reporters are switched on to her, and she is told exactly how much and what to say. It has been found by experience that servants—especially Irish ones—no matter how devoted, at a time of sentiment such as this can not be relied on to keep secrets from blandishing reporters.

The afternoon before the wedding, or in the morning, the secretary sees to it that the manicurist and the hairdresser arrive. She sees to it that the bridesmaids and ushers are assembled at the house before the wedding, for the photographs; that the photographer is there. (The wedding party looks much better before the wedding than after.) She sees to it that the going-away car is at the door and, if it is only a dodge, that the other car is waiting around the corner.

After the flurry is over, she stays on a few days, packing up the presents, taking back some to be credited, and at last she sees off the poor mother—slightly below par—for what the advertisements soothingly refer to as "one of those leisurely Mediterranean cruises—" or, more frequently, to some local rest-cure for the remainder of the fiscal year.

## THE HOSTESS FOLLOWS A NEW COURSE

(Continued from page 48)

before it is to be served, when half a cupful of boiling water is added, and the sauce is cooked in an enameled double boiler for a few moments, until it thickens. This sauce must be mixed with a silver or wooden spoon in an earthenware bowl, and the cooking should be in an enameled double boiler or in a bowl over water. Aluminum or tin should not be used.

Mushrooms make another ideal entrée, and their flavour is most perfectly realized when they are eaten by themselves. The manner of serving that does them most credit is to select mushrooms as nearly uniform in size as possible. The caps of these are sautéed in butter. Care must be taken that they do not curl up too much at the edges, and they are arranged, overlapping one another, on rounds of sautéed toast. A drop or two of lemon-juice is added to each portion, and they are served on a hot platter, garnished with sprigs of watercress.

Eggplant, that vegetable that artists proclaim more beautiful than any flower, should appear whole, when it is served as entrée, never in halves or submerged in a baking dish. The eggplant itself should be carefully chosen for its appearance, as, indeed, all vegetables should that are given the dignity of a separate course. To prepare this, the eggplant, beautiful and firm, is put to boil in cold water and boiled for about half an hour until it is tender. When it is chilled, the seeds are removed and the soft meat is scooped out. One must be careful not to break the skin. A small onion is chopped fine and fried a golden brown in butter. Half a tomato, chopped fine, together with its juice is added, and

the mixture is cooked gently for a few moments, after which a very little finely minced garlic, parsley, bay-leaf, and thyme to taste are added, followed by the chopped eggplant pulp. An eggplant sufficiently large to serve eight people provides the necessary amount. Last, half a cupful of bread, which has been dampened and squeezed dry, is put in, the ingredients are thoroughly mixed, cooked for about five minutes longer, seasoned with salt and pepper, and put back in the eggplant shell. The top is dusted with breadcrumbs and dotted with butter, and the whole is baked in the oven until the top is nicely browned.

Another food that is closely allied to this course by nature of its unique character is the calavo, that California member of the alligator-pear family. Many devotees of this aristocratic fruit believe that, like the artichoke, it is at its very best when it is consumed for and by itself. For this service, the ideal thing is to provide each person with a half of a chilled calavo, with the hollow filled with French dressing in which lemon-juice has been used or with the dressing passed separately. It takes some courage to serve them in this manner, as it is a form that is not frequently encountered outside of restaurants, but the true appreciator of calavos will rise up and call you blessed if you do it. There are endless excellent combinations when the calavo goes frankly salad, and perhaps the simplest and the best of these is thin slices of calavo, spread fan-wise upon a bed of crisp leaves of romaine accompanied by French dressing, in which lemon always figures, as it is essential in bringing out the flavour of the fruit.



# PRINCESS PAT

AN ART that flatters nature herself . . . such is incomparable beauty achieved with Princess Pat color harmony make-up. Harmony! A theme! Devotion to softly colorful beauty. Then the exquisite beauty aids of Princess Pat are for you! Rouge of loveliness that seems mystical glow from within the skin itself. Powder—of precious almond base—imparting aristocratic transparency, velvety smoothness. Harmonizing color for your lips . . . exotic, truly indelible. Eye shadow, lovely in neutral tones, as eye shadow of seductive beauty must be . . .

And there is this difference—you achieve the modern, sophisticated color harmony make-up without difficulty. No matter what choice of shades you make, Princess Pat make-up aids harmonize one with the other. The ensemble is always perfect. There can be no clash of colors.

Yet you may vary your color harmony make-up to individualize your personality, to be stunning, chic, demure—to match your gowns, or your mood.

Be smart . . . be modern. Select Princess Pat beauty preparations. Adopt them as an "art that flatters nature herself."







LIU THE ELEGANT  
IS FOR HER  
WHO IS MODERN

*Liu is a perfume of her and for her in the modern scene . . . she who disdains illusions . . . whose spirit is the restless staccato music of the hour . Liu is her voice , her moving voice , speaking nude frankness in accents of charm . . . firing a fusillade of daring quips. For quips are her armour — with which she both conquers and be-sparkles the turns of her daily drama . Liu echoes her casual and fabulous scenery . . . her melon emeralds , yachts , pent-houses , horses , dogs . Liu whispers that her jests lack joy — that sorrow dark as Erebus darkens her heart. Yet for her glamour and her gallantry Liu is hers — by the genius of Guerlain . . . Guerlain , whose power is supreme in creating beauty to increase the attraction of women !*

GUERLAIN

THE QUESTION OF MARRIAGE

(Continued from page 104)

will avoid the theatrical in choosing their bridesmaids' frocks. A suggestion of the Empire or the Victorian era is allowed to creep in, but the most popular costume right now is the one consisting of an evening frock with the addition of sleeves and a built-up back or, better still, with a little jacket of the type so much in evidence. When the bride makes this choice, her attendants are sure to rise up and call her blessed, for they will be able to wear their frocks for dancing later on instead of having to hang them away in the cedar closet with a regretful sigh. The frocks might be of crêpe roma, triple chiffon, organdie, lace, or flat crêpe, according to the wishes of the bride. Finding the right combination of colours is, perhaps, the most exciting part of the whole business. Unless the bride decides to have an all-white wedding—and a very happy idea, that—, the pastels are sure to bloom in the spring. All the bridesmaids might wear green, with the maid of honour in a frock of lighter or darker shade or in a tone of yellow carefully chosen to harmonize with the group at the altar. Of course, when two or more girls are gathered together, it is almost impossible to have them agree about a hat, but, this season, the smartest hat is the small one. It may be a draped turban of fabric or tulle or one of those close-fitting hats with brims turned unexpectedly away from the face. Large hats, too, are seen, and there are some very flattering models with shallow crowns and very broad brims. Accessories are very simple. If the bridesmaids wear gloves, they choose suède ones in an off-white or flesh tone. Their jewels are few and far between. If the bride's gift is a jewel that can be worn with their costumes, the bridesmaids wear that. Otherwise, they try to conform to the spirit of unity by matching their jewels as closely as possible or by wisely choosing to wear none at all.

QUESTION: What can a bride wear, if she does not wear a full regalia?

ANSWER: The bride who decides not to wear a wedding gown, or who is denied that gesture because this is her second venture, appears in an afternoon frock if she is being married at home. An excellent choice is an ankle-length pastel gown of some sheer material—perhaps lace, chiffon, or one of the new crêpes—, with short sleeves, worn with a little jacket, if her frock is sleeveless, and without a hat. Her very small bouquet might be of gardenias or of yellow orchids. If she is married in a church or registry, her frock is shorter, since it has to be worn beneath a coat on the way to the ceremony. A perfect choice would be the Vionnet soft green ensemble illustrated on page 59. She can, however, be even more informal than that and appear in a travelling costume, wearing a corsage bouquet of two orchids or three gardenias. This spring, she might choose a suit consisting of a brown jacket, a pale yellow blouse, and a grey skirt, or, if a frock is more to her taste, she could have one in navy-blue and white worn with a long navy-blue coat.

QUESTION: Will Vogue make some suggestions for a garden wedding?

ANSWER: One very smart all-white wedding took place in a garden ingeniously planted with white flowers for the occasion. If one is not quite so ambitious, however, or if the gardener tyrannically refuses to countenance it, an excellent effect could be achieved with organdie bridesmaids' frocks in a combination of the colours of the garden. Unless the wedding is to take place in a loggia or on a terrace, the bride should not wear a satin gown. With a veil, the less regal net, chiffon, lace, or one of the dull crêpes would be best.

QUESTION: What is a smart going-away costume?

ANSWER: Suits will be seen everywhere, this spring, and would be the wisest possible choice for a bride. She could plan any number of effective costumes. Beige, green, grey, navy-blue with yellow—all these shades in combinations of two or even three are seen about the smart regions of town these days. If the bride isn't planning to start off on her wedding trip immediately, she could be more formal and appear in a dress and a coat.

QUESTION: What would be an appropriate selection of clothes for a trousseau?

ANSWER: What with the fifty-seven or more varieties of life led by the modern girl, any suggestions for a complete trousseau must naturally be subject to all sorts of modifications or amplifications. The bride with the average sort and number of engagements would probably need the following articles: A top-coat, suitable for travelling or the country, which, needless to say, can blend as well as a chameleon with her different frocks; a suit, plain, checked, or plaid, with several blouses; and some of those indispensable sports frocks that are worn under the top-coat; for afternoon, an ensemble consisting of a coat and two or three dresses. The bride might well fix her affections on the smart combination of a dark blue coat and a printed frock in blue, yellow, and white. For evening, a wrap of velvet or velveteen—green is a good colour; the eternal and omnipotent black dinner-dress and jacket; a very imposing gown of white crêpe or satin; and a frock of, perhaps, green-and-white printed chiffon. If she takes the hint about green, the bride will need accessories to go with that colour. If she is off to Europe, a coat of fur, perhaps shaved lamb or summer ermine, would be a useful idea. California, of course, calls for summer sports clothes. Hats, to-day, are marvellous for travelling—small models of wool and straw combined, of fabric, or of straw alone—and the wise bride will be sure to look angelic in one of the new halo hats. Her shoe-case will contain plain walking shoes with solid leather heels for travelling, pumps for afternoon, and pumps or sandals for evening. Coming to the more intimate details, a tailored dressing-gown of silk—one which is prepared for the hard wear of travelling—should be included, as well as one or two more delicate negligés in (Continued on page 114)



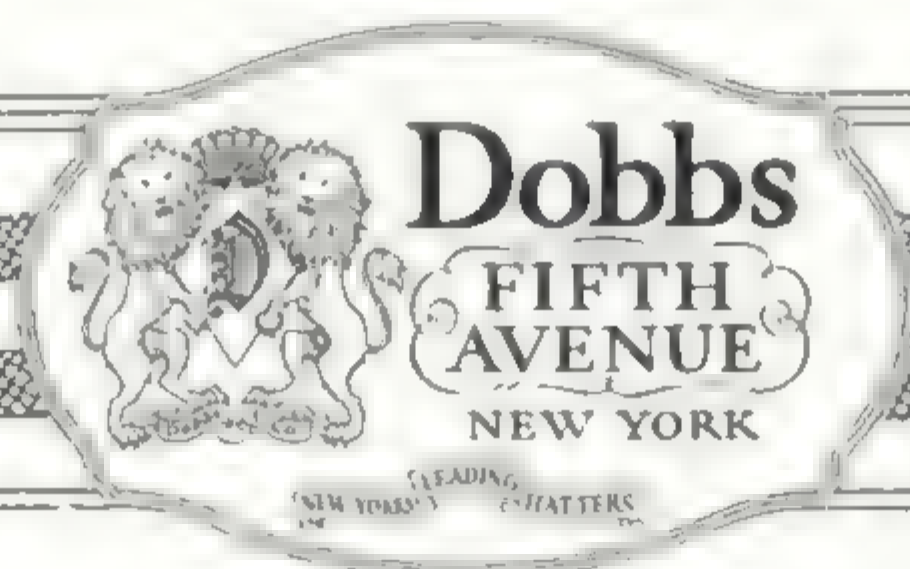


*The Dobbs SPRINGTIME especially designed for variable Spring weather may be worn correctly with coat, suit or dress. Of ballibuntl, light as a breeze, with a deftly-folded, off-the-face brim, it does charming things to feminine faces. In all head-sizes and the loveliest of colors; \$15.00.*

# DOBBS HATS

FIFTH AVENUE AT 57TH STREET, NEW YORK CITY

*Boston, Mass.—Wm. Filene's Sons Co. • Minneapolis, Minn.—The Dayton Co.  
Pasadena, Calif.—Howarter's • Miami, Miami Beach, Palm Beach, Fla.—Burdine's  
And by Exclusive Representatives in most of the other Principal Cities.*





# FASHION TODAY

**FASHION** today is a matter of exquisite detail. A "just so" time if ever there was one. Especially in the evening—grace, poise, sureness.

**VENUS** Sanitary Napkins were designed for just this era. And not expensive either because in their fineness of quality there is longer service and extra comfort and unquestioned security.

**REAL** surgical cotton (not substitutes) in a specially knitted covering that conforms to the figure (not gauze cut into squares), carefully shaped and sewn so that the shape is retained, made in three sizes so that you may find the precisely correct one.

**AND**, most important, you will find them in all of the very finest stores. This is a mark of distinction.

## VENUS CORPORATION

1170 Broadway  
New York  
N. Y.

424 So. Broadway  
Los Angeles  
Calif.



- Panties couldn't be better fitted than these to go under the new frocks. They're of pink crêpe de Chine, with not a ripple in the yoke, but with just the right flare in the inserts. They're the perfect foundation for to-day's silhouette; Altman
- Eyelet embroidery has been receiving due attention, this season, and, unexpectedly, it plays quite an important part in the fit of this pink satin combination. Best will sell it to you

## THE QUESTION OF MARRIAGE

(Continued from page 112)

which to look feminine and helpless. Dinner-pyjamas are indispensable to-day. Of course, the bride will have an ample supply of stockings, all in the same shade, a soft light beige. And, finally, she should buy a trunk, hat-box, suitcase, and fitted case and have them marked with her new initials and covered with practical, smart covers. This gives uniformity to her luggage.

**QUESTION:** How are men dressed for the wedding?

**ANSWER:** As is the way of the world, the decision rests with the lady in the case. If the bride has the traditional white wedding gown, the men wear morning coats, striped trousers, silk top-hats, bold-wing collars, Ascot or bow ties, white, buff, or grey waistcoats, spats to match the waistcoats, white or yellow gloves, and black shoes. This same costume may be worn if the bride is married in an afternoon gown, or the men may be a shade less formal and appear in black or Oxford-grey jackets, striped trousers, no spats, derbies or grey homberg hats, bold-wing or folded collars, Ascot, bow, or four-in-hand ties, white, buff, or grey waistcoats, yellow gloves, and black shoes. For a garden wedding, the men wear formal dress or, if the bride chooses a simple gown of organdie or muslin, double-breasted coats

in a medium to a dark shade, white flannel trousers, hats of sennit straw with black bands, white folded collars, bow or four-in-hand ties, white buckskin shoes, and a waistcoat to match the jacket. If the bride is married in a travelling costume, the groom would wear a medium-toned sacque suit with the usual accessories. If the wedding takes place in the evening, the men in the party wear formal evening dress.

**QUESTION:** What is a smart costume for the bride's mother?

**ANSWER:** The mother of the bride need not feel she must wear grey or beige. She can select any colour that is smart and becoming. She no longer wears a *grande création*. She can bear up bravely and becomingly in an afternoon gown in some soft shade—perhaps soft green or pinky beige—, with a hat and coat that will blend with it. The gown might be of one of the dull crêpes, lace, or chiffon, with either long or three-quarters sleeves. The jacket costume is another good solution to her problem. At the house wedding, she need not wear a hat, but must do so if it takes place in a church or a hotel, and she might keep it on at the reception after a church wedding. As for gloves, she can receive her guests equally successfully with or without them, according to her taste.



## Complexions rare as any gem

LEARN FROM THE ENGLISH WOMAN  
THE SECRET OF HER RADIANT SKIN

NEVER more beautiful than at evening, when the hard brilliance of artificial light demands the utmost of a fine complexion, the English woman sets a standard of beauty that the entire world has envied. Her skin is flawless, her coloring perfect, her grooming exquisite to the least detail. There is no magic to account for this . . . unless one simple rite of daily care be magic. But the English woman is fastidious in the extreme about the preparations she uses. One soap—Yardley's; one cream—Yardley's; one powder—Yardley's . . . all with that lovable fragrance of English Lavender. And all available to you.

Eight generations of well-groomed women confirm your choice of Yardley's English Lavender Soap. For a hundred and fifty years its gentle, refreshing care has guarded complexions famous for their beauty. And now that we need a cream to supplement our soap and water cleansing, comes English

Complexion Cream—three creams in one. A cleansing cream, to sink to the very depths of our clogged-up pores. A nourishing cream to repair, while we sleep, the ravages of day. A powder foundation to be put on and then washed off in water. All these in one. Then, for the finish, English Lavender Face Powder, subtly shaded and delicately fine, in six well-blended tints.

But for the complete story of English beauty, write for our booklet, "Complexions with an English Accent." It is free. Yardley & Co., Ltd., 452 Fifth Avenue, New York City; in London, at 33 Old Bond Street; also Toronto and Paris.



YARDLEY'S ENGLISH COMPLEXION CREAM, to cleanse, nourish and protect your skin. It is also used as a powder foundation, and can be washed away with water. \$1.50. Yardley's English Lavender Face Powder in six skilfully blended shades. \$1. Yardley's English Lavender Soap for complexion and bath. Bland, cooling, refreshing. Box of 3 cakes, \$1, or 35c a cake. Guest size, 20c. Bath, 50c

BY APPOINTMENT  
TO H. R. H.



THE PRINCE OF  
WALES



Photo by Eric Gray, London



YARDLEY'S ENGLISH LAVENDER . . . THE  
LOVABLE FRAGRANCE THAT DISTINGUISHES  
ALL THESE EXQUISITE PREPARATIONS

ABOUT English Lavender there is a sweet, cool fragrance that no other perfume has ever caught . . . a delicacy and gentle wistfulness. An enduring winsomeness, if you will. For many perfumes have come and gone in fashion's capricious train, but only this one has remained in permanent favor. Only this English Lavender of Yardley brings with it the tradition of a century and a half of increasing popularity. . . . The English gentlewoman is born to the use of Lavender. Eight generations of radiant women have taught her its subtle charm. Now, she shares its beauty with America. For all these preparations are available here. The Lavender, itself, is \$15 to \$1, in various-sized bottles.

# YARDLEY'S ENGLISH LAVENDER





The  
New  
"GREE-SHEN"  
by  
Maiden Form

VERSATILE ally to fashion is this exquisite new uplift... the Maiden Form "Gree-shen"... that cleverly revives the classic ideal of natural loveliness in modern dress. Its cross-ribbon design gives petal-smooth moulding beneath the flattering feminine fashions of the day. In the Maiden Form line you will find a charming foundation garment for every type of figure.

The Maiden Form "Gree-shen" may be had in peach net, crepe de chine and Alencon lace. The Maiden Form girdle shown is of lined brocaded moire with front and back boning.

SOLD AT LEADING DEALERS EVERYWHERE  
MAIDEN FORM BRASSIERE CO., Inc., 245 Fifth Avenue, New York

The  
Maiden Form  
BRASSIERE  
GIRDLES • GARTER BELTS

Maiden Form has a host of imitators. Accept no substitutes. Insist on the Maiden Form trade mark label which identifies every genuine Maiden Form garment.

## A LITTLE DICTIONARY OF CHIC

**ANGEL SKIN**—the delectable name of a new, soft, dull suède-like ribbon, which will trim many smart spring hats

**BRETELLE**—may sound fluttering and feminine and is, undeniably, at the moment, but once soldiers wore them on their uniforms to carry guns. It is a kind of shoulder ruffle

**CHARMEUSE**—chiefly heard, this spring, not as the name of a fabric, but to designate one of the best shiny, rough straws of the season

**CHEMISIER**—is very simple—only shirting material left in French to be interesting

**CHINÉ**—a term descriptive of one of the many kinds of fabrics that are making life complex this year. It has a pattern in different colours woven into it

**CHITON**—It is wonderful how vital the ancient history textbooks are lately, when we choose to be Greek and draped. The chiton adorned the lovely lady at Athens at the time of Pericles—in fact, it was her one garment. It fell in full, soft folds from knots on each shoulder

**CIRÉ**—A ciré fabric isn't actually waxed—it's a kind of varnish that's responsible for the glitter

**CLIPS**—The latest means devised by clever jewellers for utilizing jewels where jewels were not utilized previously. Clips, of distinguished workmanship and set with good stones, appear in all sorts of odd places—on an informal wool beret, for instance, or in the hair

**ÉPINARD**—the clear, rich green of French spinach, which in Paris is a tasty and well-thought-of vegetable, beloved by gourmets

**FAÇONNÉ**—means, practically, "impossible to get along without"—it is so very smart. The dictionary, which is more literal minded, interprets a façonné material as one which is "figured in the weave"

**GALIAK**—is Russian caracal. The meaning of the term is descriptive if not aesthetic, "bald-headed"

**GILET**—a snug little garment; in these days, usually white linen and sleeveless, worn as a blouse with a jacket suit

**LAMÉ**—has an aura of the days of chivalry about it, for it used to describe the armour of the shining cavalier, covered with "lames", or plates, of steel. Now that we have machine guns and Ford tractors, lamé means only a fabric overlaid with a design in metal threads

**MONOCHROME**—a pedantic adjective applied to a printed fabric when its designs are all in shades of one colour

**MOUSSELINE DE SOIE**—seems to cause every one a lot of trouble, and its literal translation, "silk muslin," is of little assistance. It is a French fabric, a little heavier than chiffon, and is used in France as we use chiffon. Your French vendeuse, unless she is familiar with strange American ways, will be worried if you tell her you want a frock of chiffon—it means "rag" to her

**PEPLUM**—It is a mere suspicion of its former self, for it was a garment that covered the heroines of Homer, chastely, all the way from head to toes. Now, it is just an afterthought—a smart little flounce in the region of the hips

**SURPLICE CLOSING**—The ecclesiastical reference is self-explanatory—the diagonal surplice-like closing of a frock

**TAILLEUR**—The last stand of masculinity in woman's fashions—the smartly tailored suit—the dependable tailleur



● Notice: Doctor Marcel Von Wertaure requests that women will please not come to his laboratory to buy Velo-Derma. He has none for sale there but has appointed The Velo-Derma Company, 105 East 29th Street, New York City, sole distributors for the world

# One Woman Told Another Until Fifth Avenue Hunted Out This Man

How an explosion in a German scientist's laboratory discovered a new way

TO MAKE THE SKIN GROW YOUNG

... bringing women flocking to his door

by DR. MARCEL VON WERTAURE

● This is the first and last advertisement I ever expect to write.

When it is finished I am going back to my laboratory, disconnect my telephone and take up my real work where I left it off on March 7, 1930, A.D.

First of all, let me say I am neither a dermatologist nor a cosmetician. After graduation from Heidelberg I engaged in research chemistry for an European government and after the war took up similar work here in New York City.

My discovery of Velo-Derma was sheer accident. If it will do all the wonderful things for the complexion that women swear it will do, I am very glad. I only know it served me well at the time of what might have been a serious accident.

## How I happened to create formula 770

On March 7 of last year I was working with some very powerful acids when a retort suddenly exploded and covered my hands with its searing contents. As you may already know, all chemists, when working with acids, keep a lye solution handy in case of accident. Lye neutralizes the action of acid and frequently prevents a nasty burn.

On this occasion, because my lye solution had stood so long, it was excessively strong, and when I plunged my hands in it, the lye over-balanced the action of the acid and left my hands corduroyed with wrinkles.

## I immersed my hands in 770

In another container on my table was formula 770 (Velo-Derma), a new organic reagent which I was using in another experiment. Knowing it was harmless and would be cooling, I hastily dipped my hands into the receptacle. Imagine my astonishment when I withdrew my hands, to find the wrinkles entirely smoothed out and the skin white and normal.

## Mrs. S. pays a visit

Thinking nothing more of this at the time than to jot down a memorandum of the incident for future safety, I went about my work.

A few days later, an acquaintance, Mrs. S., dropped in at my laboratory to make a call. Over a cigarette she complained at the complexities of her daily beauty treatments and asked me why I didn't invent a cosmetic that would do the work of all the others.

I told her cosmetics were out of my line. Then, suddenly, I remembered Experiment 770 and told her the story. Interested at once she begged me to give her a vial. I did so, but told her that its cost was prohibitive for popular use.

## Then the trouble started

Perhaps a week later, Mrs. S. tele-

phoned. She simply had to see me. She was so excited she could hardly talk.

She arrived breathless, her hands filled with bits of paper.

"Look at me, Doctor, look at me!" she exclaimed excitedly.

I had no idea what she was talking about.

Finally, I pieced out her story. It seems she had taken my suggestion seriously and used my Experiment 770 as a skin treatment with what were evidently remarkable results.

By word of mouth it had gone around that a sensational new beautifier had been discovered, and her friends had commissioned her to get some for them at any price. The bits of paper were checks. Nothing would do but I must stop everything and make enough 770 to fill her orders.

"But my dear lady," I told her, "in the first place I am not a beauty doctor and, in the second place, this formula is far too costly for any commercial purpose. It would have to sell for at least \$10 an ounce."

"Don't be absurd," she said impatiently. "Women will pay that gladly for a preparation that will really do the work as this does. Besides, you have to use such a tiny bit, it wouldn't really be expensive. You've simply got to make enough to supply these orders." She thrust the money in my hands.

## Women have made my life miserable

That was only the beginning. Since that day my regular work has been at a standstill and I have been busy day and night trying to keep pace with the demand for Velo-Derma.

Finally they heard about it in a great New York department store and the buyer searched three weeks until she located my laboratory and placed an order. Soon other New York department stores followed suit.

Women flocked here with checks in their hands. There was always a line of limousines at my door.

How so many people heard about it I have no idea, but my telephone rang incessantly until I had to change my number.

The New Yorker sent a young woman to see me; she wrote about Velo-Derma in the magazine. Harper's Bazaar and Vogue were next.

When these articles appeared orders started to pour in from out of the city. Telegrams came from San Francisco and Hollywood. I even received a cabled order from Scotland.



MARCEL VON WERTAURE, Ph.D., Sc.D.

I couldn't imagine what had happened. The whole world seemed to want Velo-Derma.

## I appoint an agent

Without my spending one penny in advertising, without ever once putting my foot inside a store, the demand for Velo-Derma soon grew to where I could no longer handle it.

I had either to get rid of Velo-Derma or give up my real work. I chose the former.

At the advice of my lawyer, I got in touch with a group of individuals here in New York

who are experienced in business. I have made an arrangement with them whereby they are to pay me a royalty on every bottle and take over the whole responsibility. I have agreed to supervise the manufacture. I can do that and still have time for my research.

So if you want Velo-Derma, and your favorite department store cannot supply you, please do not come to see me. Fill out the coupon and my agent will supply your needs.

## How to apply Velo-Derma

● Velo-Derma is extremely simple to use. A very few drops should be applied to the face by pressure with the fingers, after the make-up has been taken off at night and before it has been put on in the morning. Mrs. S. says it is quite effective in actually erasing wrinkles, especially if applied with heat. Her way is to wring a hot towel as dry as possible and apply over the Velo-Derma for five minutes. I can understand chemically why this might be helpful.

Mrs. S. says Velo-Derma not only removes wrinkles, but does the work of muscle oils and astringents and is quite the best powder base she has ever found.

I cannot vouch for these things, but hundreds of unsolicited letters from women enthusiastically bear out her statements.

You can prove it for yourself if you like. Velo-Derma is on sale at the better department stores.

Velo-Derma comes in \$10.00 and \$25.00 flacons. It is economy to buy the larger size.

USE COUPON IF STORE CANNOT SUPPLY VELO-DERMA

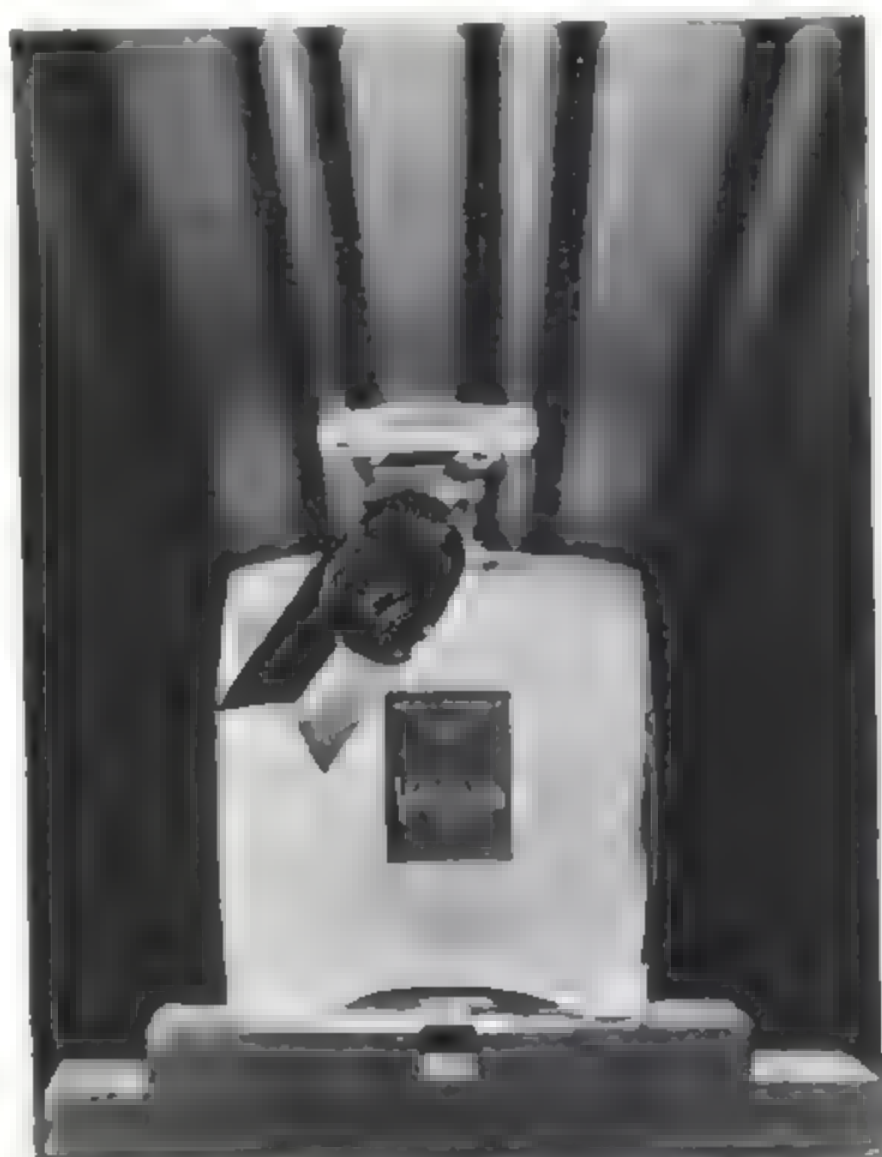
THE VELO-DERMA COMPANY  
105 East 29th Street, New York City

Enclosed is my check or money order for Velo-Derma  
☐ \$10 flacon ☐ \$25 flacon

M \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



IN FLACONS, \$10 AND \$25



## IS YOUR HOUSE PARTY-WEARY?



Do the over-worked rooms of your house seem to slump when the gaiety of winter parties comes to an end?

Even the smartest of interior decorations need frequent touching up to make them a bit brighter and more inviting.

That's why we think you will enjoy House & Garden's Second Book of Interiors, for it can turn your task of redecoration into a delightful adventure.

It is wise in suggestions for rejuvenating every type of room . . . for the grouping of furniture . . . for planning color schemes.

It will give you authentic information about period furnishings . . . and the newest hints on the selecting and making of draperies, on painting furniture, on hanging pictures. It can help you do wonders with the things you already have, or, if you prefer, start with the bare walls and build an entirely new interior of freshness and charm.

The Book of Interiors costs but five dollars—less than the price of a dozen roses for the living room table . . . more than the *value* of an expensive but ill-chosen rug.

Its advice may save you the cost of many expensive mistakes, which you would have to correct—or pay for in dissatisfaction.

Send for this valuable book to-day—enclosing your check with the coupon below.

## HOUSE & GARDEN'S SECOND BOOK OF INTERIORS

220 Pages • 700 Illustrations • \$5.00 NET

HOUSE & GARDEN, GRAYBAR BUILDING, NEW YORK CITY

- ☐ Enclosed find \$5.20 for House & Garden's Second Book of Interiors (Extra 20 cents for postage)
- ☐ Enclosed find \$5.20 for House & Garden's Second Book of Gardens
- ☐ Enclosed find \$5.20 for House & Garden's Book of Color Schemes
- ☐ Enclosed find \$12.00 for all three House & Garden books

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

VM-2-15-31

## S O C I E T Y

(Continued from page 36)

## ENGAGEMENTS—Continued

**Lee-Springer**—Miss Geraldine Lee, daughter of Mr. and Mrs. J. Wideman Lee, junior, to Mr. Harold Love Springer, junior, of Wilmington, Delaware.

**Van Alen-Mdivani**—Miss Louise Astor Van Alen, daughter of Mrs. James Laurens Van Alen, to Prince Alexis Mdivani, of Paris, France.

## BALTIMORE

**Kane-Strobel**—Miss Elizabeth Stockwell Kane, daughter of the late Mr. and Mrs. Lionel J. Kane, to Mr. Randolph Taylor Strobel, son of Mr. and Mrs. Albert P. Strobel.

## BOSTON

**Bird-Clark**—Miss Mary Elizabeth Bird, daughter of Mr. Reginald Bird, to Mr. William Oaks Clark, son of Mr. Elton Clark.

**Snelling-Simpson**—Miss Ella de Treville Snelling, daughter of Mr. and Mrs. Rodman Paul Snelling, to Mr. James Simpson, junior, of Chicago, Illinois, son of Mr. James Simpson.

## PHILADELPHIA

**Foster-du Pont**—Miss Ruth Foster, daughter of Mr. and Mrs. William Byram Foster, of Wilmington, Delaware, to Mr. Lamot du Pont, junior, son of Mr. Lamot du Pont, of Saint Amour, Wilmington, Delaware.

**Nesbitt-Springer**—Miss Frederika Nesbitt, niece of Mrs. Frank Gordon Ormsby, to Mr. William Lobdell Springer, son of Doctor Howard Love Springer and Mrs. Springer, of Wilmington, Delaware.

**Norris-Jordon**—Miss Elizabeth Norris, niece of Mr. and Mrs. George W. Norris, to Mr. Hubert A. Jordon, of New York, and London, England.

**Way-Roberts**—Miss Nona Elizabeth Way, daughter of Mr. and Mrs. Channing Way, to Mr. Clarence Lewis Roberts, son of Mrs. Francis E. Green and the late H. Radclyffe Roberts.

## SAN FRANCISCO

**Bolton-Steele**—Miss Elizabeth Bolton, daughter of Mrs. Robert Clay Bolton, to Mr. Shorb Steele, son of Mr. and Mrs. James King Steele.

**Godfrey-Wells**—Miss Betty Godfrey, daughter of Mr. and Mrs. Frank Godfrey, to Lieutenant John K. Wells, son of Mr. and Mrs. H. M. Wells, of Salt Lake City, Utah, and Washington, D. C.

**Parker-Moss**—Miss Janey Graham Parker, daughter of Mrs. Doyle Parker, to Mr. Joseph Marrion Moss, son of Mr. and Mrs. Castle Prentice Moss, of British Columbia.

## WEDDINGS

## NEW YORK

**Howard-Damrosch**—On January 10, Mr. Sidney Howard, son of the late John L. Howard and Mrs. Howard, of San Francisco, and Miss Leopoldine Blaine Damrosch, daughter of Mr. and Mrs. Walter Damrosch.

**Lowry-Dominick**—On January 16, in Saint James's Church, Mr. David A. Lowry, of Cleveland, Ohio, and Miss Cordelia Dominick, daughter of Mr. and Mrs. Gayer G. Dominick.

**Park-Tingue**—On January 23, in the Madison Avenue Presbyterian Church, Mr. Waring Park and Miss Grace Tingue, daughter of Mr. and Mrs. William J. Tingue.

## RICHMOND

**Boatwright-Pollard**—On January 3, Mr. Herbert Lee Boatwright, junior, son of Mr. and Mrs. Herbert Lee Boatwright, of Danville, Virginia, and Miss Suzanne Pollard, daughter of Governor John Garland Pollard and Mrs. Pollard.

**Johnson-Abbot**—On December 31, Mr. Joseph Esrey Johnson, fourth, of Whitford, Pennsylvania, to Miss Catherine Dabney Walker Abbot, daughter of Mrs. William Richardson Abbot, of Lynchburg, Virginia.

## S E E N O N T H E S T A G E

(Continued from page 102)

wood." For once, that phrase will not do. Robert Sherwood has not been serving the pictures, and his "This Is New York" resorts to ruses to garner laughs that few playwrights who have been doing golden time for years on the West coast would be guilty of.

On the program's title-page, one reads: "New York is a nice place to visit, but I wouldn't live there if you gave me the place! An old saying." From that slogan, presumably, Sherwood's comedy was born.

Harvey Krull has represented a Western state in the Senate for a number of years. He has, during those years, made capital—and votes—by denouncing in resounding sentences the wickedness of New York. Accompanied by his wife and daughter, he visits the Sinful City and finds it as wicked as he and the most sensational journals had pictured it. The play simply proved the Senator's denunciations true.

Obviously, if Sherwood had shown Krull the decent side of New York life, and, amazed but determined not to believe, he had continued to denounce its wickedness, that, following the columnist's phrase, would be news in playwrighting. At any rate, it would be the basis for a better comedy than the one at the Plymouth. As it stands, it is as unfair to New York as the Senator and the tabloids, the methods of which it borrows. That, however, is of no consequence. If "This Is New York" were good comedy or farce or burlesque, the oldest, most patriotic New Yorker probably would not object. But it falls all along the line.

It is to the theatre what gossip columns in tabloids are to journalism,

relying on stinging remarks about real people, using their names, for its laughs. Even those who enjoy such things likely wonder why afterwards.

The first act strains the interest by being too long and verbose. The second contrives to be theatrically effective and diverting in places. The third has the faults of the first in greater measure.

Lois Moran, of the pictures, plays the Senator's daughter. Lovely to look at, she is histrionically colourless. The United States Senator the cartoonists have imprinted on the American mind is fully realized by Robert Haines. Audrey Dale speaks the lines of the Scarlet Woman as if she were a pampered pupil in an elocution class. But nearly every one involved recites. The exception is Robert Barrat. He portrays the bootlegger sincerely, touchingly, creates a living character.

## "KING LEAR"

Finally, Fritz Leiber in Shaksperian repertory, sponsored by the Chicago Civic Shakspeare Society.

Judging by "King Lear," the company, except Lawrence Cecil and Mary Hone, is amateurish, the production shoddy, the lighting maddening. And worse, the "arrangement" of the tragedy deprives it of sweep, cumulativeness, inevitability. It projects the king and jumbles the drama.

Leiber has dignity, sincerity, and occasionally—very occasionally—fire. But he fondles the words, appearing to be enchanted by their sound. Consequently, the beauty of the verse, its flow and majesty, except in a few brief and widely separated moments, is lost.



“Your six stars  
are my lucky stars”



**STUDY MY MANNEQUIN AND HER STARS TO KNOW WHY**

*“Only a healthy skin can stay young”*

- ★ **THE FOREHEAD**—To guard against lines and wrinkles here, apply Milkweed Cream, stroking with fingertips, outward from the center of your brow.
- ★ **THE MOUTH**—Drooping lines are easily defeated by filming the fingertips with my cream and sliding them upward over the mouth and then outward toward the ears, starting at the middle of the chin.
- ★ **THE NECK**—To prevent a sagging chin and a lined neck, stroke with fingertips covered with Milkweed from middle of chin toward the ears and patting firmly all along the jaw contours.
- ★ **THE EYES**—If you would avoid aging crows' feet, smooth Ingram's about the eyes, stroke with a feather touch outward, beneath eyes and over eyelids.
- ★ **THE THROAT**—To keep your throat from flabbiness, cover with a film of Milkweed and smooth gently downward, ending with rotary movement at base of neck.
- ★ **THE SHOULDERS**—To have shoulders that are blemish-free and firmly smooth, cleanse with Milkweed Cream and massage with palm of hand in rotary motion.

**By Frances Ingram**

I HAD almost forgotten her—the amusing, delightful girl who came to see me months ago. And then—this letter from California.

“Remember when I came to consult with you, last September? I told you I was going to find a big hat with a wide floppy brim—and a veil! To hide what a summer spent on the Sound had done to my poor skin.

“I'm doing the *Pacific* now,” the letter goes on to say. “But every night I spread your Milkweed Cream lavishly over my face and neck, and leave it for several minutes so that the delicate oils can penetrate into the pores. How clean my skin looks, and feels, after that!

“Then—I put on a fresh film of Milkweed Cream and pat it in, stroking outward and upward at the six stars shown on your mannequin—just as you told me to do.

“You have no idea what a difference your cream and your method have made in my skin. It's soft now—not a single blemish! Though I spend hours every day in the wind and sun.

“And I can wear an off-the-forehead hat with entire nonchalance! Thanks to you and your Milkweed Cream”.

Will you try my starred way to a soft, clear skin? You have only to keep your skin immaculately clean with Milkweed Cream—and then follow the instructions given below.

In my radio programs “Through the Looking Glass with Frances Ingram” (Tuesdays, 10:15 A.M., E. S. T., WJZ and associated stations) I discuss many puzzling complexion problems. And mail in the coupon below for my free booklet, “Why Only a Healthy Skin Can Stay Young”.

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# Vogue appeals to its readers

## To Protect Vogue's Originality

CONSTANTLY we have to face the problem presented by newspaper publishers, department stores, and advertising art services who use or adapt Vogue cover designs, illustrations, decorations, or other material and offer it to the public as their own without asking our permission. Vogue has brought suit against many of them in the past, and has yet to lose a case.

Some of them have implied that we ought to feel flattered at the compliment to Vogue's originality and distinctiveness. We do not. Vogue's reputation as an originator of ideas is too well established to need the left-handed praise of imitation. The compliment is one we can spare.

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CONDÉ NAST, Publisher



## C A M E T H E D A W N

(Continued from page 44)

German acrobats, a tango pair, torch singers, an extravagant knife-throwing number, and plenty of pretty young things convoluting in that latest Terpsichorean aphrodisiac called the Cuban "rumba." The dance orchestra is under the aegis of the acrobatic and exhilarating Al Katz and his Kittens.

The Club Abbey, whose successful fortunes have been presided over by Jean Malin, is frequently spoken of in *le grand monde* in whispers—for the Club Abbey is the pale lavender counterpart of Paris' purple La Petite Chaumière. And if you don't know what all this means, inform yourself before you take a crowd of débutantes, that maiden aunt, out-of-town guests, or any one who may say about you afterward—"What extraordinary taste!" However, having dismissed these eventualities, you will very likely go once, at least, during the season. Here, the floor-show, which is chiefly notable for the participation of several artful Julian Eltinges and the accordion playing of Gypsy Markoff (Mr. Baker, take care!), is definitely spicy. At this point, it is almost with a sigh of disapproval that you admit to seeing so many of your acquaintances at the Club Abbey!

### A CELEBRATED NIGHT RESORT

The Fifty-Eighth Street Country Club, as Belle Livingston's elaborate and famous new caravanserai is now called, has an iron grill before its entrance door (the only club in this article which has), but one should not find entrance too difficult. This club has furnished more news, perhaps, than any other and has been opened and closed so many times as to make reporting uncertain, but many are the smart débutantes who have visited it. To offset its more hazardous activities, there are a ping-pong room, a miniature golf course (with goldfish in the water hazards), a backgammon room, and a chemin-de-fer table (no bets allowed). It is all very elaborate, very in the mood of these slightly rash and sophisticated days, but again we warn you—don't take that maiden aunt (the woman is rapidly becoming a bore) and do not go yourself if you are going to write letters to Vogue denouncing its "sophisticated and decadent" view-point. After all, this article is chiefly reportorial, and it merely tells you that, whether for better or for worse, it is the fashion for "the New Yorkers" to go, from time to time, and delicately and brightly decorate this and other nocturnal interiors.

### YORKVILLE CHEER

However, if you are feeling in a gay, but an innocent mood, if you seek "atmosphere" without the usual decadent glow that "atmosphere" is wont to have, you must go to Yorkville, for there, between Lexington and First Avenues, on Eighty-Sixth Street, you will find, in a row, the Old München,

Brau-Haus, Maxl's (where Siegfried Rumann of "Grand Hotel" was once a singing waiter), the Café Zeppelin, Keller's, and Ivan Frank's. Of these places, the Brau-Haus is, perhaps, the most sympathetic, with its singing waiters carrying two, four, six, eight *Seidels* of beer in one hand, proffering cheerful *Gesundheits* as they set them down. Here, Bavarian melodies fill the air with unforced cheerfulness. If you like beer, German cooking, hearty good humour, and "simple songs," Yorkville is the place for you. But before you go, ask yourself this question: "Am I going to see or to be seen?" For you must not dress, and although you are apt to espy many a Social Registerite bobbing about the tiny floors to peasant stringed orchestras, they will probably be in such a jovial "holiday" mood that you will hardly recognize them.

Every one can go to Harlem—and every one does. You might almost say it was part of an American education to see the dusky high lights of Harlem. You should go there between one and four o'clock in the morning to get the full benefit of its "midnight" atmosphere. There, you see buck-and-wing dancing, "snake-hipping," and tap dancing at its best. And, if this darker side of our civilization appeals to you, you will find this the place to study the American Negro in his own carefree surroundings. "Rhythm, they all got rhythm." At the Cotton Club, Connie's Inn, and, after three, the Lenox Avenue Club, this peculiarly modern commodity may be had in abundance. Perhaps, it is a sign of the lack of virility of our modern "smart set" that the contemplation of the sensuous, tropical, and erotic savageries of the Negroes gives an exhilaration and a sense of quickened life that even the wildest antics of Broadway fail to give. But not to get too philosophical about it, the Cotton Club serves excellent buckwheat cakes, syrup, and sausages! Its floor-show is elaborate, and Duke Ellington's orchestra superb and insidious. Connie's Inn has the incomparable "Snake-Hips," and also an extravagant floor-show. The Lenox Club is less magnificent, more truly Harlem, but is for the really late-comers.

### BACK TO THE VILLAGE

Greenwich Village, it must be truthfully admitted, has grown a trifle passé. But for those whose innocent hearts beat fast when they gaze into each other's eyes, Greenwich Village still offers certain enchantments. It has a defiant little air of camaraderie, of almost adolescent pleasure (for all the horrid novels written about the lax morals of Greenwich Village, this is very near the truth). Therefore, you may go with pleasure and profit, if, as we said, you are young, romantic, and not inclined to dress, and join in the ebullient rural proceedings at the County Fair, at Barney Gallant's, The Four Trees, and Mori's.





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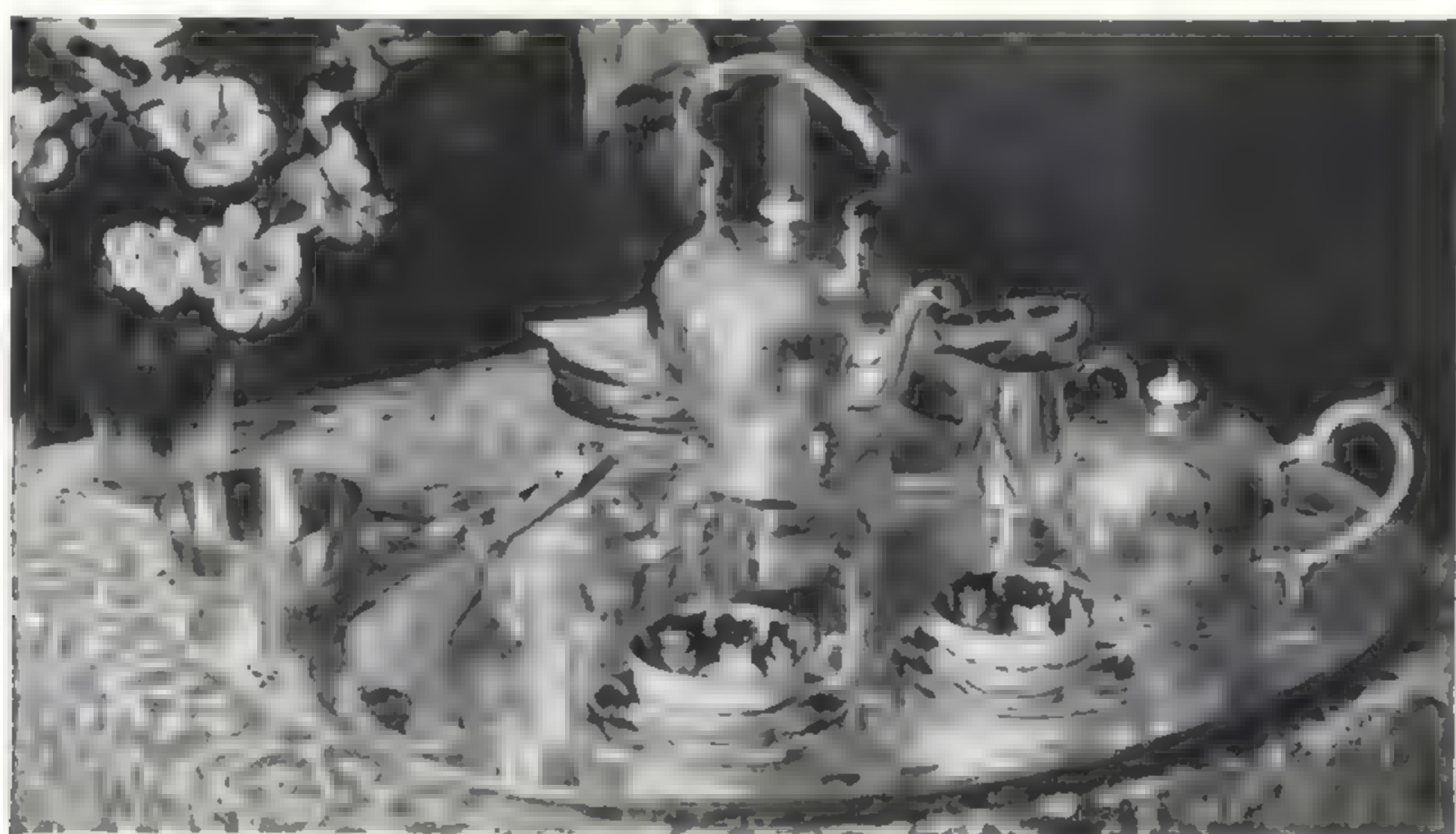
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## A CHART OF NEW YORK NIGHT-CLUBS

EMBASSY CLUB *** 151 East 57th Street Vol. 5-4900	Head Waiter—Luigi Entertainment—None Orchestra—Pancho's	Best Hours— 10 P.M.—2 A.M. Cover Charge— \$2 (for guests, not for members)	Only for those who are members or are accompanied by members. Chic, dignified, conservative, well ventilated, and charming décor.
CLUB PIERROT *** Hotel Pierre Fifth Ave. at 61st Street Regent 4-5940	Head Waiter— John Bonaudi Entertainment—None Orchestra—Sherbo's	Best Hours— 10 P.M.—2 A.M. Cover Charge— \$2 (for guests, not for members)	For members and guests only. A lavish place on the forty-eighth floor of the new Pierre's—with an exciting view over New York. About the same people as you will see at the Embassy Club.
CENTRAL PARK CASINO *** Central Park Rhine. 4-3034	Head Waiter— Bonardi Entertainment—Ethel Merman, the de Marcas, and Norma Terris Orchestra—Leo Reisman's	Best Hours— 10 P.M.—2 A.M. Cover Charge— \$5. \$6 on Saturday	Although you need not dress, you will feel more comfortable if you do. Joseph Urban did the "modern," but very pleasing decorations. Music is good, but a little noisy. Not for tête-à-tête. Take your large parties here.
SEAGLADE *** St. Regis Hotel Fifth Ave. at 55th Street Plaza 3-4500	Head Waiter—Eugene Entertainment—Veloz and Yolanda, Vincent Lopez's Quartette Orchestra—Lopez's	Best Hours— 10:30 P.M.— 1:30 A.M. Cover Charge— \$2. \$3 on Saturday	Downstairs in the St. Regis. Effective gold-and-black submarine décor. Just the place to go after the theatre with guests who like good music, pretty frocks, but who do not like a Broadway milieu.
GRILL NEPTUNE *** Hotel Pierre Fifth Ave. at 61st Street Regent 4-5901	Head Waiter— Ambrose Entertainment—None Orchestra—Maurice's Continentals	Best Hours— 11 P.M.—1:30 A.M. Cover Charge— \$2. \$3 on Saturday	Another charming place for the "élégants," where you may take your theatre guests for an hour or so and be sure that they will feel quite pleased with you and themselves when they return home. Not exciting, however.
CLUB EL PATIO *** 134 West 52nd Street Circle 7-4863	Head Waiter—Mario Entertainment— Ramon and Rosita, Gloria Grafton Orchestra—Emil Coleman's	Best Hours— 10 P.M.—2 A.M. Cover Charge— \$3. \$4 on Saturday	The smartest place in town at the moment. Although the lights are flattering and the atmosphere Spanish, look your best. You will see "every one" you know! All the chic young married things go here.
THE LIDO *** Seventh Ave. at 52nd St. Columbus 5-2840	Head Waiter—Mareschino Entertainment— Fowler and Tamara, Libby Holman Orchestra—Bobby Brooks	Best Hours— 11 P.M.—2 A.M. Cover Charge— \$3. \$4 on Saturday	The decorations revert to the romantic: Victorian cut-outs on the walls, but the "milieu" is modern. One sees many diamond bracelets here, clinging satins; and, not infrequently, bleached blondes.
MONTMARTRE *** 205 W. 50th Street Circle 7-6673	Head Waiter—Rubei Entertainment—None at present Orchestra—Dick Gasparre's	Best Hours— 11 P.M.—2 A.M. Cover Charge— \$2. \$3 on Saturday	An old favourite of the out-of-town smart youngsters and oldsters. The music is good. Altogether, one of the "Old Reli-ables."
CLUB RICHMAN *** 157 West 56th Street Circle 7-3203	Head Waiter—Louis Valno Entertainment— Harry Richman, Frances Williams, Will Osborne Orchestra—Ted Lewis's	Best Hours— 11 P.M.—2 A.M. Cover Charge— \$4	If you like Harry Richman, and many do, you will approve of his large, airy, and star-spangled club, and will certainly go once before the season is over.
HOLLYWOOD CLUB ** Broadway at 48th Street Chick. 4-2572	Head Waiter—Karl Entertainment—Nils T. Granlund—elaborate and noisy revue Orchestra—Al Katz and His Kittens	Best Hours— 12 P.M.—3 A.M. Cover Charge— None	Rough and rowdy entertainment, but, if you are not taking a maiden aunt and if you are not puritanical yourself (we warned you), you will enjoy this elaborate revue, and you are as apt as not to see "people you know."
THE SILVER SLIPPER ** Broadway at 48th Street Chick. 4-5593; 4-6564	Head Waiter—George Berryman Entertainment—Clayton, Jackson, Durante, girl-show Orchestra—Led by Jimmy Durante	Best Hours— 12 P.M.—3 A.M. Cover Charge— \$2.50. \$3 on Saturday	For those who like Broadway undiluted. Also for fans of the noisy, but engaging lunatics, Clayton, Jackson, and Durante.

\*\*\*—Dress

\*\*—Dress not necessary

\*—Don't dress



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*You make up once a day instead of every hour with the same shade for both lips and cheeks and achieve the smart new natural make-up.*



*The color harmony gained with Rouge Incarnat is amazing in contrast to using different rouge and lipstick, invariably different in color.*

A way has been found that not only gives a perfect make-up quicker and easier than any way known before, but that HOLDS perfectly all day long. Instead of making up every hour, you make up only once or twice a day! . . . It's a French idea of course. And in both France and America it is rapidly changing present ways of make-up. . . . You use it, on BOTH LIPS AND CHEEKS. And thus gain a color harmony that's amazing in contrast to using separate lipstick and rouge — both, invariably, of different color.... It gives the PERFECT PARISIAN make-up of today. And — it lasts for hours.

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It is called Angelus Rouge Incarnat and comes as probably the nearest thing to a permanent make-up yet discovered. It is different from any American rouge you have ever seen, though its form is the same. . . . It is the creation of Louis

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JEAN MALIN'S CLUB ABBEY ** 203 West 54th Street Circle 7-9616; 7-9781	Head Waiter—Max Lenz Entertainment—Jean Malin, Tamara, girl-show, Riva Ravis, Lester Lamont Orchestra—Jerry Friedman's	Best Hours—12 P.M.—5 A.M. Cover Charge—\$3. \$4 on Saturday	Decidedly not for you if you are easily shocked or if you like to be abed early. The atmosphere is pale lavender and the goings-on are not for debutantes or unsophisticates.
CHATEAU MADRID ** 231 West 54th Street Columbus 5-0193	Head Waiter—Al Goldman Entertainment—Joe Lewis and Show Orchestra—Al Jocker's	Best Hours—1 A.M.—3 A.M. Cover Charge—\$2. \$3 on Saturday	This is a typical Broadway night-club and has a distinctly Broadway atmosphere. Broadway celebrities and Great White Way literati forgather to see and to be seen. Don't go unless you are interested in this.
TEXAS GUINAN'S CLUB ARGONAUT ** 151 West 54th Street Circle 7-9237	Head Waiter—Albert Entertainment—Texas Guinan girl-show Orchestra—Seward Irwin's	Best Hours—1 A.M.—5 A.M. Cover Charge—\$3. \$4 on Saturday	The first mistress of Broadway ceremonies still holds forth loudly and convincingly. Not a place to go if you and your guests are not quite definitely "in the mood" for this sort of boisterous amusement.
FLORENCE'S SALON ROYAL ** 310 West 58th Street Columbus 5-6191	Head Waiter—Alfred Entertainment—Charlie Lewis, Madame Florence, Elizabeth Welch Orchestra—Charlie Lewis's Tango Orchestra	Best Hours—2 A.M.—4 A.M. Cover Charge—\$3. \$4 on Saturday	This is best after you have been somewhere else before. It is Harlem transposed in spirit to Broadway. Also not for puritans, nor for you if you feel in an "elegant" mood or are too dressed up. Not for sweet young things.
Yorkville OLD MÜNCHEN * BRAU-HAUS * MAXL'S * IVAN FRANK'S * East 86th Street	Entertainment—Bavarian songs, modern melodies, singing and dancing waiters Orchestra—Bavarian peasant orchestra—no dancing	Best Hours—11 P.M.—2 A.M. Cover Charge—None	The Teutonic naïvetés of Yorkville, New York's "German Town," are not for revelers or gay folk who demand handsome décors or sophisticated floor-shows. They are for adventurous, slightly romantic souls and for all those who, jaded by Broadway and speakeasies, seek a milieu that is "old-worldly," yet gay and natural. Such is Yorkville. By no means dress, unless you are going after the theatre, fairly late. Be prepared for German songs, German brew, German faces, and German food. You should only go in a good humour and with guests who also know what to expect. Yorkville will, in other words, bore the "stuffed shirts." Friday and Saturday nights are best.
CAFÉ ZEPPELIN * 231 East 86th Street Sac. 2-9243	Entertainment—Dancing for guests. Modern German and English songs Orchestra—Modern dance music orchestra	Best Hours—11 P.M.—2 A.M. Cover Charge—None	
KELLER'S * 204 East 88th Street Atwater 9-2062	Head Waiter—Karl Entertainment—Dancing, peasant and modern singing, Kabaret Orchestra—Peasant and Dance	Best Hours—11 P.M.—2 A.M. Cover Charge—\$5.00 on Saturday night	
Harlem COTTON CLUB ** 644 Lenox Avenue Bradhurst 2-1687	Head Waiter—Harry Griffin Entertainment—Elaborate coloured revue Orchestra—Duke Ellington's	Best Hours—1 A.M.—3 A.M. Cover Charge—\$2.50	Every one goes to Harlem, during the season. But don't go until after eleven, or even twelve, and never go with people who do not accede to the suggestion with alacrity. Harlem offers revues as elaborate as any on Broadway. The "snake-hipping" of Earl Tucker at Connie's Inn and Duke Ellington's Orchestra at the Cotton Club are bright and notable spots in the dark-town goings-on. Just the place for that "late snack;" we recommend Harlem's waffles and syrup, sausages and buckwheat cakes.
CONNIE'S INN ** 2221 Seventh Avenue Tillinghast 5-6630	Head Waiter—Billy Durke Entertainment—Earl Tucker's snake-hipping Orchestra—Fletcher Henderson's	Best Hours—1 A.M.—3 A.M. Cover Charge—\$2.50	

\*\*\*—Dress \*\*—Dress not necessary \*—Don't dress

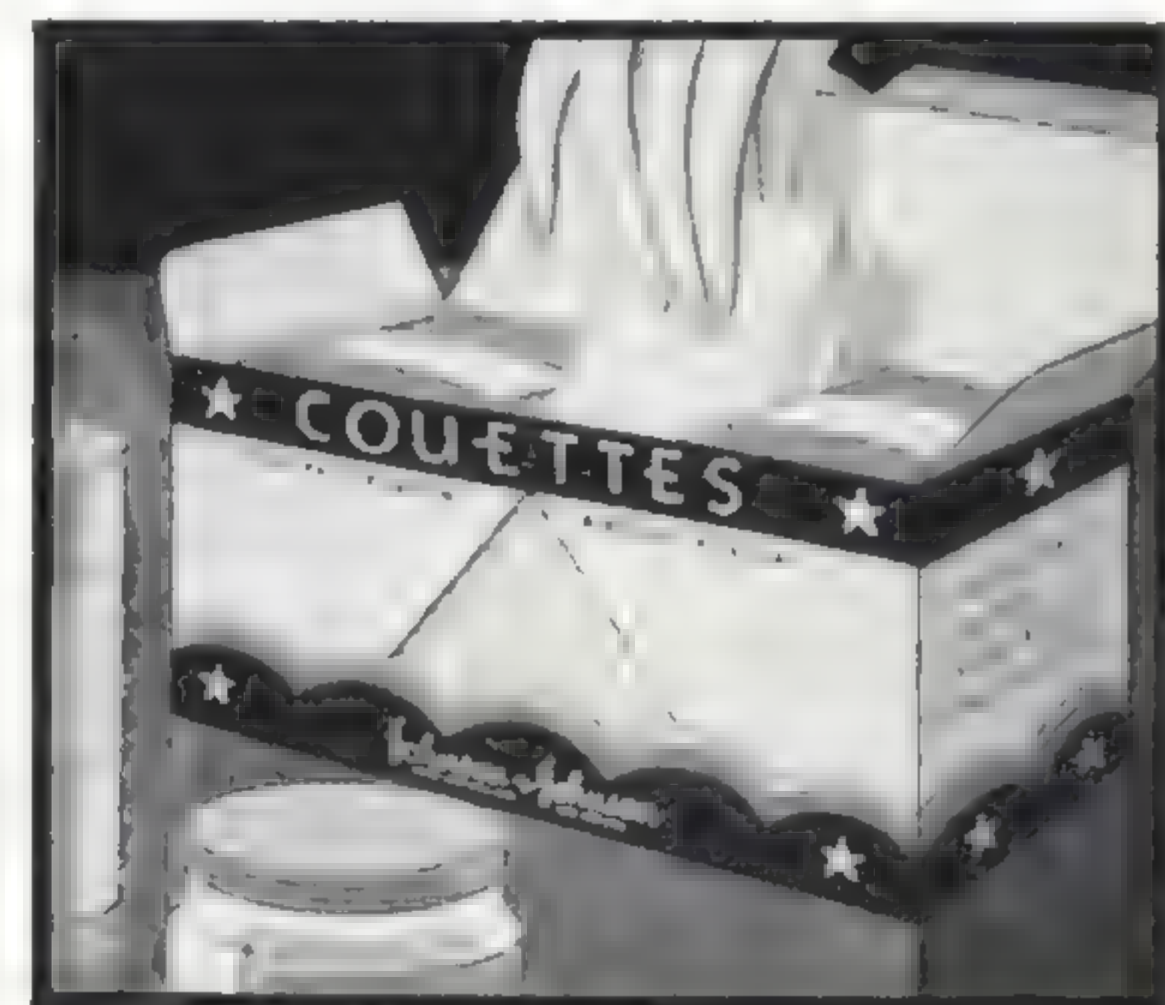


COUETTES



## Little pads of cotton

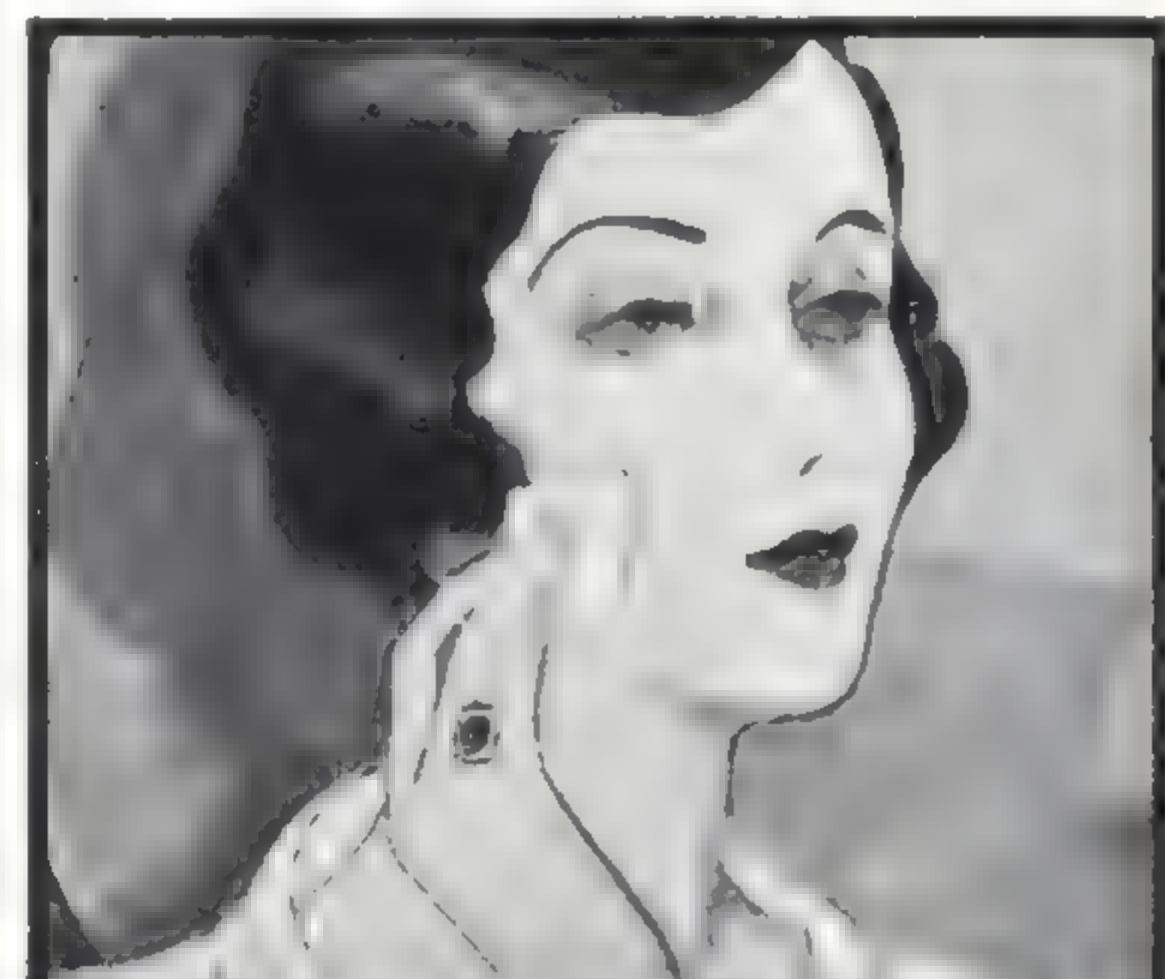
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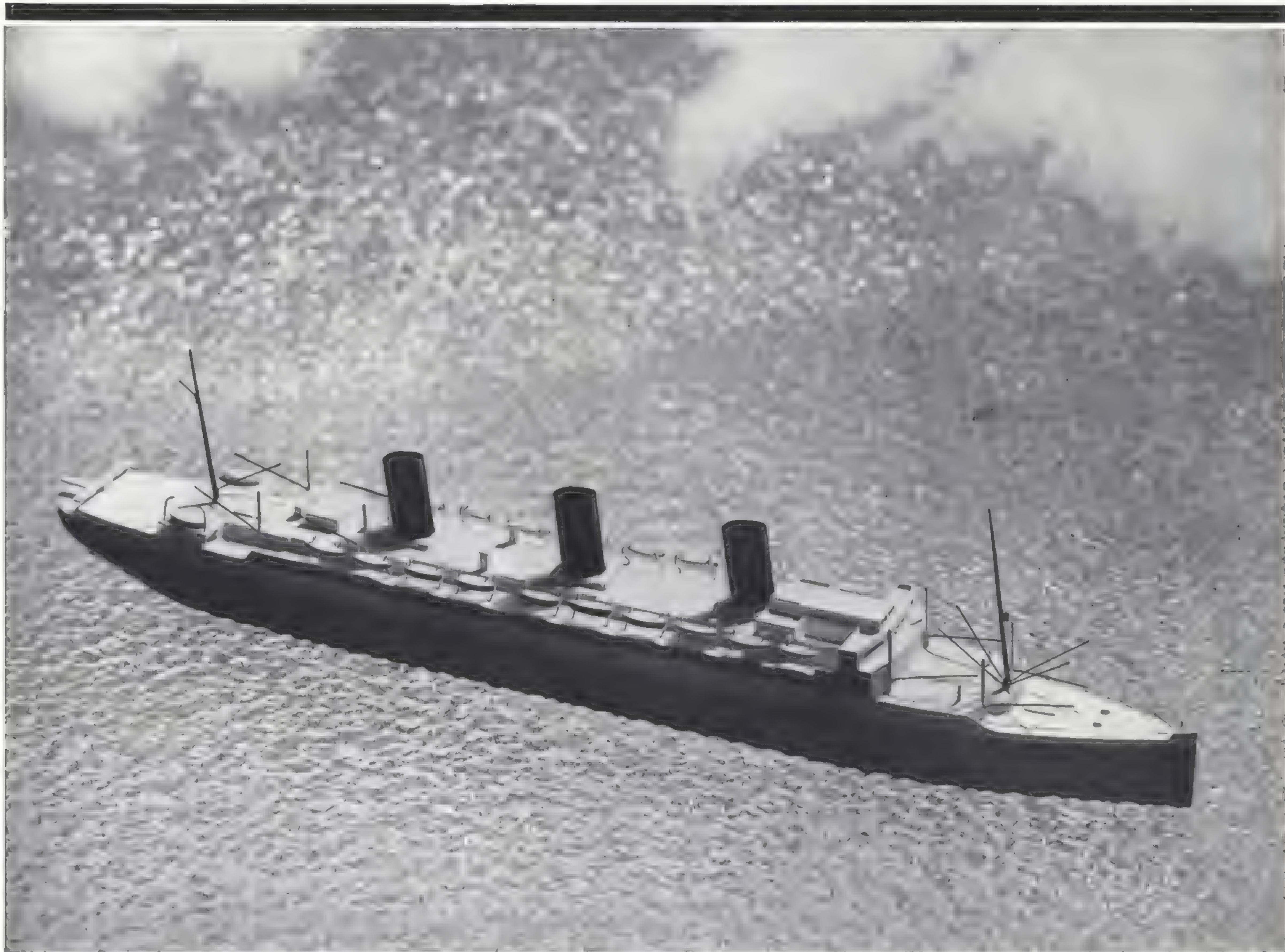
AMAZINGLY LOW FOR A FRENCH CREATION

PARFUM  
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PARIS

Ybry, Inc., 50 W. 57th St., New York City



At 7 P. M. on FEBRUARY 28<sup>th</sup>  
*the ATLANTIC'S MOST POPULAR SHIP*  
*sails once more with a distinguished company*



THE Île de France sails. Even along the case-hardened waterfront you sense a thrill. Out of Pier 57 into a bright Hudson evening slides the ship that last year carried from New York more first-class passengers than any other afloat.

Distinguished names aboard—perhaps an eminent musician, a great scientist, a clever editor—brilliant names from the society pages—a new Hollywood star—diplomats—international bankers—to total a ship's company of travelers who are bored only by something second-rate. That, of course, is why the Île de France has always a distinguished company of guests, pointing for Plymouth and Havre, relaxing for five days into the utmost comfortable luxury.

These interesting, gay folk will once more challenge a notable chef to match the best of any Paris restaurant or London club: he will

outdo himself. They will command vintages hard to find—and get them. They will once more wish (a little plaintively, perhaps) that they might steal and carry home those exemplary stewards and stewardesses, who answer needs almost before those needs are put in words. Their brilliant garments will tincture the *décor* of an amazingly interesting and thrilling example of modern decoration—which the Île de France is. Accustomed to the best

in life, they will be completely at home.

Every ship, from time to time, must carry one or two of the Olympians whom the smart world calls "important"; their individual presence is unimportant. But when voyage after voyage so many, many of them sail, automatically, on the Île de France, they pay the complete tribute to the luxurious atmosphere and extraordinary hospitality of the ship—and of the line. And they point you the way. For these intelligent people evidently know how much more of the good things of life may be bought for the price of a cabin on the flagship of the smart world.

Your French Line representative will show you, very specifically, how their experience may be yours; he will book an excellent cabin reservation for you *promptly*.

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*or French Line Agents, everywhere.*







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"fait a la campagne"

# BEICH CANDIES



The Box Moderne...the latest creation of  
PAUL F. BEICH CO.  
Bloomington Chicago

## BUYWAYS OF PARIS

(Continued from page 37)

in the same way. In its most effective version, it is of brown crocodile, with a tortoise-shell clasp. It is lined with dark brown quilted satin and fitted with flat pockets and cases—very, very swank.

Hellstern, like several of the big *bottiers*, has bags to go with his shoes, thus making life much simpler for the woman who strives for perfection down to the last detail. Crêpe de Chine evening bags, for example, to match crêpe de Chine pumps, the clasp of the bag and the buckles of the shoes—well, you can guess the rest. And if you have set your heart on a crocodile bag to match your crocodile shoes, Hellstern will make them for you out of the same skin.

Patou, in spite of his reputation for clothes, is famous for hand-bags, and, this year, he has included one in an accessory set that is the answer to every woman's prayer. The set consists of a black antelope bag with a turquoise clasp, a necklace of irregular beads—turquoise, coral, onyx—and three heavy bracelets: one of onyx, one of turquoise, and one of coral. Just add to or subtract from one of the colours, and you throw the weight of the scale to pink or blue.

A bedtime set, for want of a better name to give it, is the newest ensemble idea at Molyneux. The nightgown, bed-jacket, and dressing-gown are all made of printed chiffon—pink and blue flowers on a cream coloured ground—and trimmed with narrow, pleated, white chiffon frills. Feminine, simple, and oh so smart!

Evening handkerchiefs of chiffon or organdie, run near the edge with narrow gold threads, cheer one up with the thought that this old world has still plenty of happy surprises in store.

Now that bags with dark linings seem to be the thing, and it is more than ever imperative that no powder be shed, Lelong is to be duly thanked for bringing out a new vanity-case. It sifts just enough powder—and not a grain too much—through a fine piece of silk. The case itself is a charming affair, lacquered in blue, beige, black, or red.

If you adore woollen sweaters, but feel that something new should be done about them, look at Lelong's when in Paris next. They are of heavy Shetland wool in pastels, black, and white. They are double-breasted and cut off short at the waist, like a man's waistcoat. With or without sleeves, as you like.

Schiaparelli's newest trick in the knitting line is a square, crocheted, woollen fichu, for sports, in colours or in black or white. Horsehair collars are another amusing thought she has had, finished off in a small bow at the front. Schiaparelli expects you to wear a black one with a white dress and a white one with black.

Now that her stockings are known, Schiaparelli has turned her attention to gloves. Lovely, long, hand-sewed antelope ones that can be ordered to go with a new costume or selected to go with one you already have.



LENTHERIC'S  
MIRACLE IN A  
SWEDISH GLASS  
FLACON—\$40

## A Gift FROM THE Lenthéric SALON

At the Fifth Avenue Salon of Lenthéric of Paris you will find an elaborate assortment of unusual gift suggestions for birthdays, week-ends, anniversaries, favors and bridge prizes. Swedish glass, etched and signed by the artist; unique flacons by Rene Lalique; regal Baccarat crystal containers all filled with exquisite Lenthéric perfumes. Many of these importations are individual creations and no duplicates are available. Prices range from \$2 to \$250.

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For the Smartest Sports,  
Smartly-Dressed  
Women Wear

## "Smartsport" KNITTED FROCKS & ENSEMBLES

YOU can recognize them by their gracefully-molded, intriguingly—curved silhouettes, which set off the figure to most beautiful advantage... Fastidiously knit of choice, exclusive Chiffon Bouclé, Chiffon Ratine, French Flakette & English Knobtux... The charming style motifs include hand-fashioned Jacquard designs, Angora embroidery and modernistic treatments... Gay, dashing colour schemes... On view at the smartest Shops everywhere.



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5555	. . .	.50
5556	. . .	.25
5557	. . .	.50
5558	. . .	.50
5559	. . .	.50
5560	. . .	.50
5561	. . .	.50
5562	. . .	.75
5563	. . .	.25
5564	. . .	.25
3118	. . .	.50
3119	. . .	.25
3120	. . .	.25
3121	. . .	.50
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3137	. . .	.25
3138	. . .	.25
S3481	. . .	1.00
S3482	. . .	1.00
S3483	. . .	1.00
S3484	. . .	1.00
S3485	. . .	1.00



# Trade Literature Reviews

## Beauty Culture

**AMBROSIA.** Sample of Ambrosia—astrigent, skin cleaner, cold cream remover. HINZE AMBROSIA, INC., DEPT. 12A, 114 FIFTH AVE., N. Y. C.

**THE ART OF BEAUTY.** Treatment for retaining or restoring facial beauty. Listings of R. Louis preparations. R. LOUIS, INC., 3 EAST 38TH ST., N. Y. C.

**COIFFURES.** Bosch Booklet A, illustrating various coiffures. Suing your coiffure to your type. HERMAN J. BOSCH, HOTELS PIERRE, BILTMORE, & COMMODORE, N. Y. C.

**COMPLEXIONS WITH AN ENGLISH ACCENT.** English beauty treatments as interpreted by Yardley, and price list of Yardley preparations. YARDLEY & Co., 452 FIFTH AVE., N. Y. C.

**COTY.** Trial size perfumed Manicure Polish and Solvent Combination. Check polish shade you desire. ☐ Clear ☐ Medium ☐ Deep ☐ Extra Deep. 25c. COTY, DEPT. V1, 714 FIFTH AVE., N. Y. C.

**COUETTES.** Guest package of Couettes—small squares of cotton for removing cosmetics. 10c. JOHNSON & JOHNSON, NEW BRUNSWICK, N. J.

**DUMAS DAY-EVE PREPARATIONS.** Hints on make-up for day and evening, and descriptions of Dumas beauty preparations. DUMAS, THE SAVOY-PLAZA, FIFTH AVE., N. Y. C.

**EUGÈNE BEAUTY BOOK.** Illustrating the Eugène method of permanent waving the hair. Also sample Eugène Sachet, the steam control used in Eugène salons. EUGÈNE, LTD., 521 FIFTH AVE., N. Y. C.

**FACIAL BEAUTY CULTURE.** Kathryn Murray's Five-Minute-a-Day exercises for youthful beauty. KATHRYN MURRAY, INC., 5 WABASH AVE., CHICAGO, ILL.

**HERE DWELLS YOUTH.** Face molding method simplified for home use. Applications of Primrose beauty preparations. PRIMROSE HOUSE, 595 FIFTH AVE., N. Y. C.

**INDOOR SUNSHINE.** Use of General Electric Sunlamps as a vitalizer and guard against colds. GENERAL ELECTRIC CO., SECTION LG-112A, MDSE. DEPT. BRIDGEPORT, CONN.

**IS YOUR HAIR YOUTHFUL?** Methods of applying Ogilvie Sisters' hair tonics, for various types of scalp conditions. Biography of the Seven Ogilvie Sisters. OGILVIE SISTERS, 604 FIFTH AVE., N. Y. C.

**KLEENEX.** Trial supply of this face-cleansing tissue. KLEENEX CO., LAKE MICHIGAN BUILDING, CHICAGO, ILL.

**KOREMLU.** Booklet giving full information regarding this cream method of permanent removal of superfluous hair. KOREMLU, INC., 11 WEST 42ND ST., N. Y. C.

**MARTIN FROM VIENNA.** Permanent waving, finger waving, scalp reconditioning. MARTIN, 557 FIFTH AVE., N. Y. C.

**PINAUD'S CREAM.** Sample tube of Pinaud's cream. 25c. PINAUD, DEPT. V11, 220 EAST 21ST ST., N. Y. C.

**POND'S.** Samples of Pond's four preparations: Cleansing Tissues, Cold Cream, Skin Freshener, Vanishing Cream. 10c. POND'S EXTRACT CO., DEPT. B, 110T HUDSON ST., N. Y. C.

**THE QUEST OF THE BEAUTIFUL AND YOUR MASTERPIECE—YOURSELF.** Two booklets explaining three fundamental treatments for loveliness. Description of Elizabeth Arden home course in beauty. Catalogue of Elizabeth Arden preparations. ELIZABETH ARDEN, 691 FIFTH AVE., N. Y. C.

**REDUCING GARMENTS.** Catalogue and price list of Dr. Walter's rubber reducing garments. DR. JEANNE B. WALTER, 389 FIFTH AVE., N. Y. C.

**ROBERT MAKES YOU BEAUTIFUL.** Catalogue of beauty preparations and perfumes. ROBERT, 675 FIFTH AVE., N. Y. C.

**THREE STEPS TO BEAUTY . . . BEAUTY IN THE MAKING . . . MAKE-UP MAGIC.** Three booklets describing Helena Rubinstein's methods of beauty culture for home treatment. Hints on make-up. Use and value of Rubinstein preparations. HELENA RUBINSTEIN, 8 EAST 57TH ST., N. Y. C.

Many of Vogue's advertisers have issued useful booklets and catalogues, some of which may be of service to you. For your convenience, and so that you will not have to mutilate your copy of the magazine by clipping coupons, we have briefly reviewed on this page a number of these advertising offers.

If you would like to receive any of these trade booklets or samples of merchandise, you may address the concerns direct, or simply check on this page the offers which are of immediate interest to you . . . sign your name and address in the margin . . . and mail the page to VOGUE, READER SERVICE BUREAU, GREENWICH, CONNECTICUT. We shall be pleased to see that the literature is sent to you at once. Where a nominal payment is mentioned, please enclose your remittance in stamps for forwarding to advertiser.

## Beauty Culture (continued)

**UNDERSTANDING YOUR SKIN.** Various ways to care for different types of skins. MARIE EARLE, 660 FIFTH AVE., N. Y. C.

**VELVETIZE YOUR SKIN.** The use of the Velvetskin Patter in a stimulating daily facial treatment. CONNECTICUT TELEPHONE & ELECTRIC CORP., MERIDEN, CONN.

**WOODBURY'S FACIAL SOAP.** Trial cake of Woodbury's Facial Soap, and samples of Woodbury's Face Powder and two creams. 10c. Indicate your skin condition, and counsel on the treatment of it will be sent. JOHN H. WOODBURY, INC., 1001 ALFRED STREET, CINCINNATI, OHIO.

**YOUR DOWRY OF BEAUTY.** Directions for daily home care of the skin. DOROTHY GRAY, 683 FIFTH AVE., N. Y. C.

## Clothing & Fabrics

**BATHING SUITS.** Color style folder, illustrating 1931 models of Jantzen Bathing Suits. Check whether you wish information for ☐ Women or ☐ Men. JANTZEN KNITTING MILLS, DEPT. 164, PORTLAND, ORE.

**CUP-FORM BRASSIÈRES.** Illustrated style booklet, showing ☐ narrow, ☐ medium, ☐ long models. MODEL BRASSIÈRE CO., DEPT. 1, 200 FIFTH AVE., N. Y. C.

**DÉJÀ.** February booklet, illustrating Midwinter Déjà dresses. DÉJÀ, INC., 550 FIFTH AVE., N. Y. C.

**FORTMASON.** Catalogue D, illustrating British footwear for women. Riding boots, sports shoes, street shoes. FORTNUM & MASON, LTD., 719 MADISON AVE., N. Y. C.

**MCCUTCHEON'S FABRICS.** Samples of new woollens—tweeds, jerseys, crêpes, novelty weaves. Imported and domestic. MCCUTCHEON'S, DEPT. 18, FIFTH AVE. AT 49TH ST., N. Y. C.

**MEN'S FURNISHINGS.** Illustrated booklet showing the new Sulka shirts and men's accessories. A. SULKA & Co., 512 FIFTH AVE., N. Y. C.

**NEW STYLES IN MAIDS' ATTIRE.** Illustrating new Dix models for domestics' uniforms. HENRY A. DIX & SONS, CORP., DEPT. V11, 141 MADISON AVE., N. Y. C.

**SHOECRAFT.** Folder VS, illustrating latest models of Shoecraft Budget, Salonette, and Salon Slippers. SHOECRAFT, 714 FIFTH AVE., N. Y. C.

**ENSEMBLE FOOTWEAR.** Booklet illustrating women's shoes, handbags, and hosiery. WALK-OVER, 512 FIFTH AVE., N. Y. C.

## Food, Beverages, & Sauces

**CALAVO HOSTESS BOOK.** Service for unique recipes. Explanation of place of Calavos in the diet. CALAVO GROWERS OF CALIFORNIA, DEPT. 402, 4803 EVERETT AVE., LOS ANGELES, CALIF.

## Food, Beverages, & Sauces (continued)

**H. P. SAUCE.** Recipe book of dishes improved with H. P. Sauce. Free sample bottle. GO-BART IMPORTING CO., 15 EAST 26TH ST., N. Y. C.

**THE SPOON IS THE ENEMY OF THE HIGH-BALL.** Describing Billy Baxter Ginger Ale and other beverages, and recipes for mixing high-balls. RED RAVEN CORP., CHESWICK, PA.

## Household Equipment

**COLORFUL COMFORT.** New booklet on modern bedroom color harmonies. Catalogue of Kenwood all-wool comforters. KENWOOD MILLS, DEPT. B, ALBANY, N. Y.

**LINEN DAMASK.** Table linen for all occasions. IRISH & SCOTTISH LINEN DAMASK GUILD, INC., DEPT. VK1, 260 WEST BROADWAY, N. Y. C.

**OBSERVATORY TIME.** Illustrated booklet of Revere clocks equipped with Telechron motors. REVERE CLOCK CO., 434 McMILLAN ST., CINCINNATI, O.

**RESTFUL SLEEP.** Booklet illustrating Mari-rosa blankets in reversible pastels, plaids, solid colors. SCHULER & BENNINGHOFFEN, DEPT. 110, HAMILTON, O.

## Jewelry, Silver, Glass, China

**BRIDAL SILVER AND WEDDING CUSTOMS.** By Emily Post. Important modern wedding conventions outlined briefly. 20c. TOWLE SILVERSMITHS, DEPT. K2, NEWBURYPORT, MASS.

**THE HUNT CLUB.** 18-page booklet illustrating 1931 Gorham designs in sterling flat silver and hollow ware. THE GORHAM CO., DEPT. M3, PROVIDENCE, R. I.

**THE NEW LITTLE BOOK ABOUT GLASSWARE.** Authentic information about glass in the home. The care of glass. Formal table settings with glassware. Brief history of glass-making. THE FOSTORIA GLASS CO., DEPT. V12, MOUNDSVILLE, W. VA.

**THE STORY OF WEDGWOOD, 1730-1930.** Biography of Josiah Wedgwood with introduction by Sir Oliver Lodge. Methods of making Wedgwood ware. JOSIAH WEDGWOOD & SONS, INC., 160 FIFTH AVE., N. Y. C.

**WEDDING RING SENTIMENT.** History of wedding and engagement ring customs. Pictures of rings of various countries and times, and of Traub modern wedding and engagement rings. TRAUB MFG. CO., 1932 MCGRAW AVE., DETROIT, MICH.

## Luggage

**STEAMSHIP LUGGAGE REGULATIONS.** Valuable information pertaining to luggage. THE SMARTEST WAY TO TRAVEL. New styles in trunks and suitcases. HARTMANN TRUNK CO., RACINE, WIS.

## Luggage (continued)

**YOUR HOME AWAY FROM HOME.** Booklet illustrating the line of Oshkosh Trunks. OSHKOSH TRUNK CO., 421 HIGH ST., OSHKOSH, WIS.

## Schools

**VOGUE'S BOOK OF PRIVATE SCHOOLS.** For parents who wish complete information about every type of school that exists to-day. THE CONDÉ NAST EDUCATIONAL BUREAU, GRAYBAR BUILDING, N. Y. C.

## Travel

**ALASKA.** Canadian National Railway accommodations to Alaska. Check here for information about having travel films of this trip shown free in your home, club, or church. ☐ CANADIAN NATIONAL RAILWAYS, 673 FIFTH AVE., N. Y. C.

**HAVANA.** New "Morro Castle" and "Oriente" motor ships. Literature describing 9, 10, 11, or 17 day cruises to Cuba. WARD LINE, GENERAL PASSENGER DEPT., FOOT OF WALL ST., N. Y. C.

**EL ENCANTO.** Tourist Book—from Cuba's largest department store. SOLIS, ENTRIALGO, & COMPANY, HAVANA, CUBA.

**FRANCE.** Descriptions and illustrations of modern accommodations available in the trains of the Railways of France. INTERNATIONAL WAGONS-LITS, 701 FIFTH AVE., N. Y. C.

**GREAT BRITAIN.** From Euston Station, London, to Shakespeare Country, Lake District, Wales, Scotland, Ireland. LONDON, MIDLANDS, & SCOTTISH RAILWAYS OF GREAT BRITAIN, T. R. DEXTER, DEPT. A 44, 200 FIFTH AVE., N. Y. C.

**JAMAICA.** Constant Spring Hotel, Kingston, opens in February. American plan of accommodations. 18-hole golf course. THE UNITED HOTELS CO., NIAGARA FALLS, N. Y.

**MONTE CARLO.** Literature on hotels and amusements will be sent to you. SOCIÉTÉ DES BAINS DE MER, BUREAU C. W., MONTE CARLO, MONACO.

**NORWAY.** "Stella Polaris" midnight sun cruises from Havre and Newcastle to North Cape, Spitzbergen, and the Fjords. 5 cruises during the summer. B. & N. LINE, DEPT. P, 280 BROADWAY, N. Y. C.

**THE ORIENT.** Japan Mail Line. ☐ Frequent sailings to Japan, China, The Philippines. ☐ Regular sailings 'Round the World with stop-over privileges. ☐ 'Round Pacific tours, visiting Australia. NIPPON YUSEN KAISHA LINE, 10 BRIDGE ST., N. Y. C.

**SAN ANTONIO.** "Follow the Sun to Texas". Booklet describing sights, dude ranches, sports, climate, of San Antonio and vicinity. MUNICIPAL INFORMATION BUREAU, DEPT. 41, AZTEC BLDG., SAN ANTONIO, TEX.

**SWEDEN.** Trains and accommodations in Sweden. SWEDISH STATE RAILWAYS, TRAVEL INFORMATION BUREAU, DEPT. V, 551 FIFTH AVE., N. Y. C.

## Transatlantic Sailings

**UNITED STATES LINES.** ☐ The Leviathan ☐ George Washington ☐ America ☐ Republic ☐ President Harding ☐ President Roosevelt. Regular sailings. UNITED STATES LINES, 45 BROADWAY, N. Y. C.

**WATCH YOUR HUSBAND.** Ocean travel for health. Descriptions and sailing dates of White Star and Red Star Liners. INTERNATIONAL MERCANTILE MARINE CO., DESK F, 1 BROADWAY, N. Y. C.

**WEST INDIES.** 11-day cruises via "Coanio" or "San Lorenzo", sailing every Saturday. PORTO RICO LINE, CRUISE DEPARTMENT, FOOT OF WALL ST., N. Y. C.





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*A telephone in the bedroom is a personal, intimate touch that young people appreciate. It saves steps during the day and adds an assurance of protection at night.*



*A telephone belongs in the living room, used more than any other by all the family. Close beside the reading lamp, it prevents over-long interruptions in an interesting story or game or conversation.*

## "WE'LL MEET YOU AT THE THEATER AT HALF-PAST EIGHT"

★

**Telephones throughout the house are  
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THE BUSINESS of  
living is a complex

one in this restless, active age. It must be carefully planned, deftly managed. Or engagements pile up and schedules break down.

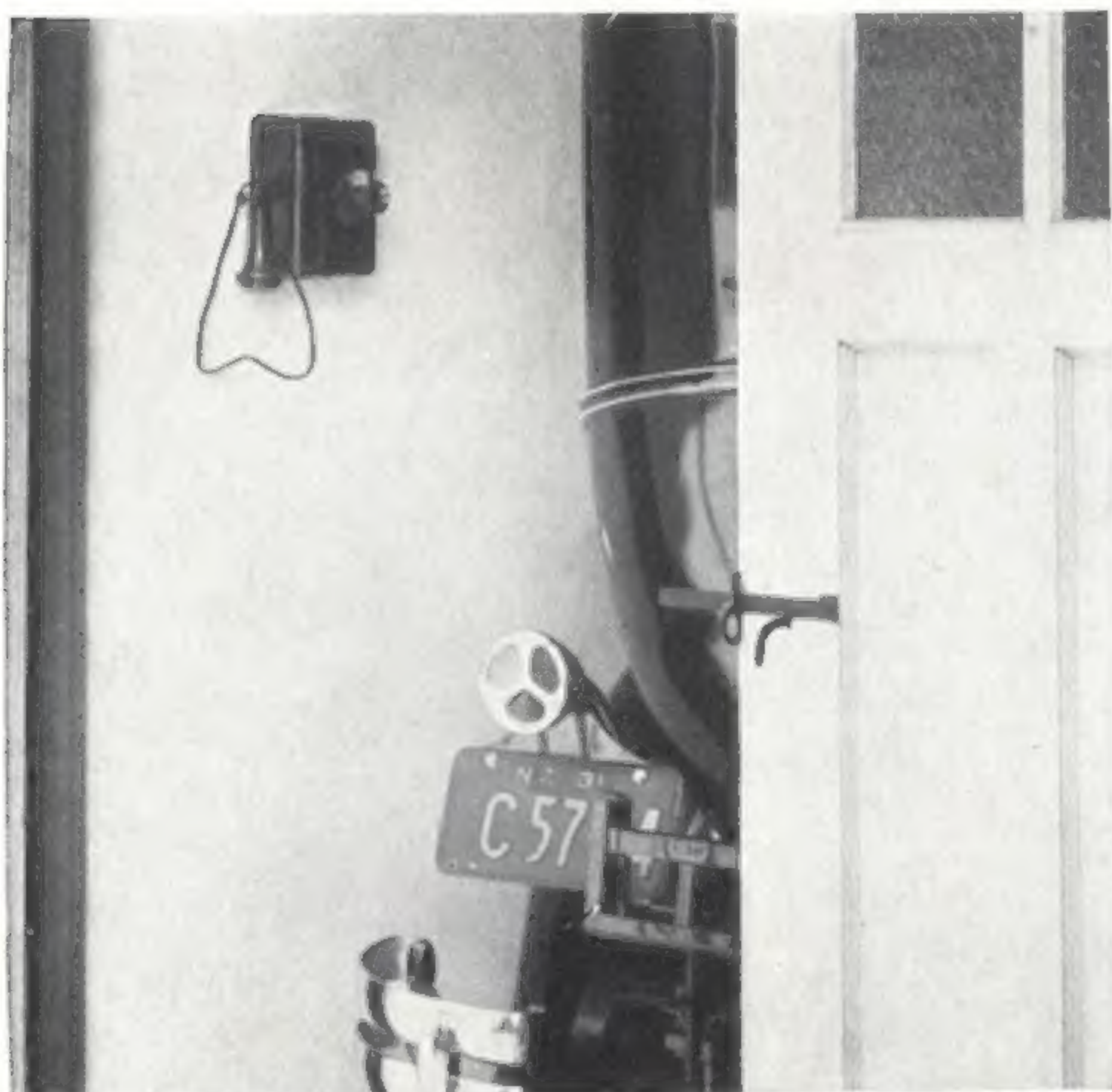
Some people seem always to live successfully, with fresh zest and interest for every day. You'll find the secret in their well-ordered homes. Where there is quiet and comfort, but no confusion. Where *telephones* are located at convenient points throughout the house.

Those telephones — in boudoir and bedroom, in living room and

sun porch, in kitchen and laundry—save a great deal of time and energy.

There's no running upstairs or down. Incoming calls are instantly accessible in all parts of the house—to all the family. Calls can be made outside—to a friend, to store or school or office—as quickly and easily as they come to mind.

This telephone convenience is available in your home at moderate cost. Your local telephone company will gladly help you plan the arrangements best suited to your needs. Just call the Business Office.



*A hurried trip to station, school or store? . . . A telephone conveniently located on the wall of the garage makes cars instantly available to any member of the family.*





## TWO AND THREE COLORS IN YOUR BATHROOM ARE SO MUCH SMARTER THAN ONE—WHEN THEY BLEND, AS IN *carnival* NEWEST OF CANNON TOWEL ENSEMBLES

ADVICE to a lady who longs for new-home smartness—who feels the urge to renew and refresh, but who knows the ban on extravagance. . . . *Try this.* Go after that correct but quiet bathroom of yours and let in new light, lend it character and charm.

The new Cannon matched ensembles have the winning colors you need for the start—soft, clear tones refined from the rainbow's best—tones that harmonize each with each, and offer a choice of successful schemes. Fast colors, of course. They have the smart, all-over patterns you need for true chic—bold, blithe and original ideas that run the whole range of good design. Hang them other side out, if you will, for more, or less color.

*This* beauty cure is so easy—so swift, so sure! A single small purchase and one room is young again—ready to show to your cousin just back from the Lido, to welcome your favorite aunt from anywhere . . . or to live with forever.

And you're smart in other ways, too. Cannon towels are made for work as well as for swank—to dry the skin gently with sure tonic skill. Their material is a longer, finer, silkier cotton fiber. Their weave is close, even and firm. They serve better, last longer—and actually cost less.

Scientific tests for absorbency, for wear and for value have proved them first on all counts. When you find the Cannon label you find towel thrills and towel thrift, smartness and common sense combined. Look for it—most wise women do now. . . . Cannon Mills, Inc., 70 Worth Street, New York City. *Makers of Cannon LAVENLAWN, the only sheet made of long-staple Egyptian cotton—and the finest sheet in the world.*



NEW CANNON ensemble sets contain matching bath towels, guest towels, wash cloths and bath mat—tied with ribbons and wrapped in transparent Cellophane. Smart stores will show you a wide selection of gay, all-over patterns in soft pastel shades. Prices for seven-piece sets range from \$4 to \$7. Extras may be bought separately, for as little as 59c for the bath towels. (There are other Cannon styles, to suit any taste—from 25c to \$2.50 each.)

### THE WINNING COLORS

of the new Cannon towels were not decided in a hurry, or at random. They run the range of the rainbow's primary tones. The exact shades were selected by an eminent stylist, after careful study of the new colors in bathroom tiling, tubs, toiletries, and furnishings. The six soft Cannon pastels harmonize each with each and blend beautifully into any correct scheme.



**CARNIVAL**, one of the new tri-tone reversible designs created by Miss Virginia Hamill, internationally known stylist. These designs combine peach with turquoise, maize with jade, and rose with orchid. Other Cannon towels offer the same soft tones singly, in all sorts of patterns, down to white with a single stripe.

# CANNON TOWELS



605 out of 613 important Hollywood  
actresses guard complexion beauty....  
keep lovely with Lux Toilet Soap..10¢

